

Analysis of The Effectiveness of Marketing Strategies on Bamboo Fan Crafts in Tanjung Tambak Village, Tanjung Batu District, Ogan Ilir Regency

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ABSTRACT: This study analyzes the effectiveness of marketing strategies for bamboo fan crafts in Tanjung Tambak Village, Tanjung Batu District, Ogan Ilir Regency. Using a qualitative approach and field research methods, the study explores how local artisans implement marketing strategies to enhance product competitiveness and reach broader markets. Data were collected through in-depth interviews with craftsmen, distributors, and consumers and direct observations of production and sales processes. The findings reveal that traditional marketing methods, such as direct selling and local market participation, are dominant but face challenges in expanding customer reach. Social media and digital platforms are underutilized, despite their potential to improve market penetration. The study highlights the need for training and support in digital marketing to empower artisans and enhance the visibility of bamboo fan crafts. Furthermore, collaborative efforts with local government and tourism initiatives are identified as strategic steps to promote these crafts as cultural and economic assets. This research contributes to understanding effective marketing strategies for sustaining and developing local craft industries in rural areas, emphasizing the importance of innovation and adaptability in overcoming market challenges.

Keywords: English, Marketing Strategies, Bamboo Crafts, Rural Artisans, Market Development, Ogan Ilir



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INTRODUCTION

The Campus Teaching and Thematic Community Service Program (KKNT) which is part of the Independent Learning Independent Campus (MBKM) is present as an initiative of the Ministry of Education, Culture, Research, and Technology to bring higher education closer to the needs of society and the world of work. In this MBKM program, nine types of activities can be carried out, the author chose to implement the KKNT program. Through this KKNT, students are encouraged to be directly involved in community activities, especially in remote and rural areas, to contribute to empowerment and socio-economic development. Furthermore, the Thematic Community Service (KKNT) is an activity the Bina Darma University college has programmed.

Thus, the Thematic Community Service (KKNT) is an implementation of one of the mandatory programs of Bina Darma University, namely Community Service and the implementation of the knowledge gained while in the classroom. Therefore, the Thematic Community Service (KKNT) activity has benefits and objectives for the community, so that this program provides knowledge and direct experience students gain during the KKNT process. Furthermore, the implementation of the KKNT activities organized by MBKM Universitas Bina Darma Palembang was carried out in Tanjung Tambak Village, which is one of the villages in Tanjung Batu District, Ogan Ilir (Trisninawati & M, 2025). The people of Tanjung Tambak Village make a living as craftsmen of bamboo fans, weaving cloth and planting rubber. However, Tanjung Tambak Village mostly consists of swamps and rivers. In this context, MSMEs play an important role as a potential sector and maintain economic stability. Small and medium enterprises are very involved in increasing employment and community welfare. In addition, MSMEs are known as an abbreviation for Micro, Small and Medium Enterprises, which has a broader meaning than just a small business. For economic actors, MSMEs are businesses run by individuals, households, and small and medium businesses. On the other hand, Micro, Small and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy (Ompusunggu et al., 2023). MSMEs create jobs, drive the Indonesian economy, and play a role in distributing the results of economic development (A. Sari et al., 2020; Suryani & Rahmawati, 2019). Thus, MSMEs are a form of business resistant to shocks and crises. This was evident between 1997 and 1999 when Indonesia experienced a currency crisis, but MSMEs survived and developed. In addition, crafts are activities carried out continuously and related to handicrafts that produce works. Bamboo weaving crafts are the art of knitting that usually uses materials from bamboo, rattan, leaves, and plastic (Utomo et al., 2022). Furthermore, bamboo weaving crafts are widely used as daily household tools and are processed with simple tools, such as cutting knives, pliers, and pliers. Based on the author's observations, MSMEs (Micro, Small, and Medium Enterprises) play a vital role in the village economy because they create jobs that are greatly needed by rural communities. Thus, this business is often the main source of income for families in rural areas. Tanjung Tambak Village, located in Tanjung Batu District, Ogan Ilir Regency, is a village that has great potential in the development of micro, small, and medium enterprises (MSMEs). However, this village is known as a producer of bamboo fan crafts, which are some residents' main income source. However, challenges such as lack of access to technology and waste are obstacles to optimizing MSMEs. Therefore, developing MSMEs is very important to ensure the sustainability of the village economy (Kuswanto et al., 2017).

In addition, in Tanjung Tambak Village, MSMEs are the driving force of the local economy that helps reduce unemployment and poverty. In other words, MSMEs also support economic diversity by providing products and services that the local community can enjoy. In addition, MSMEs play a role in optimally utilizing local resources, such as bamboo, rattan, or other agricultural products. With the presence of MSMEs, villages can increase their regional and national competitiveness. Furthermore, the existence of MSMEs also helps maintain local culture through their products, such as woven goods and other handicrafts. They also contribute to increasing household income, which in turn helps alleviate poverty.

Woven products in Tanjung Tambak Village, such as bamboo fans, have great potential to become superior products that can boost the local economy. This is not only due to the beauty of woven

products but also their high ecological value and global awareness of environmentally friendly products.

Objectives

- a. Optimizing the Potential of Woven MSMEs in Tanjung Tambak Village
The main objective of this effort is to increase the capacity and quality of micro, small and medium enterprises (MSMEs) in Tanjung Tambak Village, especially those engaged in woven products, so that they can compete in local, national, and international markets.
- b. Improving Craftsmen's Skills and Knowledge
Providing training and coaching to woven craftsmen to improve their skills in the production process, product design, and more efficient and effective business management.
- c. Expanding Market Access and Marketing
Building a wider marketing network through offline and online marketing so that a wider and more diverse range can better know woven products from Tanjung Tambak Village of consumers.
- d. Encouraging Innovation and Product Development
Encouraging MSME actors to innovate in the design and quality of woven products to meet the growing market's needs and be more attractive to consumers.

Benefits

By conducting this research, it is expected to obtain the following benefits:

- a. For the Community
Providing additional information to the community regarding bamboo fan crafts in Tanjung Tambak Village, Tanjung Batu District, Ogan Ilir Regency has been effective in marketing.
- b. For Entrepreneurs
As a reflective contribution to efforts to improve the quality of marketing of bamboo fan products in Tanjung Tambak Village, Tanjung Batu District, Ogan Ilir Regency.
- c. For Students
Gaining experience living in society and improving knowledge, skills, and soft skills.

METHOD

The research method used in this study is a qualitative approach with direct field research. This study aims to analyze the effectiveness of marketing strategies for bamboo fan crafts in Tanjung Tambak Village, Tanjung Batu District, Ogan Ilir Regency. A qualitative approach allows researchers to explore and understand marketing phenomena that occur directly from the perspective of business actors, consumers, and related stakeholders. Data were collected through direct observation of bamboo fan crafts' production, distribution, and marketing processes. In addition, in-depth interviews were conducted with craftsmen, distributors, and consumers to obtain a detailed picture of the marketing strategies implemented, the challenges faced, and the

potential for development that can be carried out (Karachalis, 2021; Xu et al., 2021). This process allows for extracting contextual, relevant, and in-depth information according to the social and economic characteristics of the research area. Data collection is also supplemented with documentation in photos, field notes, and interview recordings to enrich the analysis results.

Researchers triangulate data to ensure the validity and credibility of the research results by comparing data obtained from various sources. Data analysis is done through data reduction, presentation, and conclusion. The results of this study are expected to provide a comprehensive picture of how the bamboo fan craft marketing strategy is implemented in Tanjung Tambak Village, the effectiveness of the approach in increasing sales, and recommendations for strategic steps that can be taken to support the sustainability and competitiveness of products in a wider market. Thus, this study can contribute to developing the local craft sector based on local wisdom and regional economic potential.

RESULT AND DISCUSSION

Tanjung Tambak Village, located in Tanjung Batu District, Ogan Ilir Regency, is known as an area with abundant natural resources, especially plants such as rubber and bamboo. The abundant existence of bamboo trees is the main resource the local community utilizes to create various craft products, one of which is bamboo fans. This craft is a distinctive identity of the village and has made an important contribution to the local economy. The bamboo fans produced are not only marketed directly to buyers through face-to-face interactions, but have also begun to be promoted through digital platforms such as social media, one of which is Facebook (Hidayati et al., 2017). Social media is a very useful tool for the community to expand market reach, reaching buyers from various regions outside the village, to big cities (Paramitasari, 2023; Rasyad et al., 2023). As part of the individual program in the Thematic Real Work Lecture (KKNT) activity, the author focuses on efforts to help the Tanjung Tambak Village community develop more effective marketing strategies (Pika, 2023; Sudarevic et al., 2015). One of the main objectives of this program is to increase interest in purchasing bamboo fan craft products, both from local buyers and from outside the region. The author realizes that strong use of social media is an important aspect in achieving this goal. In this activity, the author took the initiative to discuss intensively with bamboo fan craftsmen to formulate a better marketing strategy. The discussion involved various topics, ranging from improving product quality to utilizing digital technology for promotion. The author provides views on the importance of being present on social media by creating interesting content, such as high-quality product photos, detailed product descriptions, and adequate customer testimonials. In addition, pricing strategies, attractive promotions, and special offers were also discussed as part of efforts to attract buyers. It is hoped that the results of this discussion can provide new insights for craftsmen so that they can compete in a wider market and make bamboo fans a superior product that is increasingly in demand.



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Attractive and competitive product design is a determining factor in attracting consumer interest and differentiating MSME products from competitors' products. Based on research by Sari et al. (2020), innovative product design that is in line with market trends can be a key factor in increasing the competitiveness of MSMEs in local and global markets (K. A. Sari et al., 2021). A unique and attractive product design can provide added value to the product, making it more easily recognized by consumers. In this increasingly connected world, design factors often determine product competitiveness, especially in markets saturated with similar products. Sari et al. (2020) also found that good design not only pays attention to aesthetic aspects but also considers consumers'

functionality and practical needs. Product design that combines aesthetic and functional elements can create a positive impression on consumers and increase product sales. Thus, craftsmen need to pay attention to the latest design trends and innovate in creating attractive and functional products so that their products can be better accepted and in demand by the market. Innovation is the main key to maintaining the sustainability and competitiveness of MSMEs in an increasingly competitive market. Research by Wibowo and Sari (2021) also shows that MSMEs that innovate in their products and services tend to have a greater chance of surviving and growing in the market (Wibowo & Sari, 2021). Innovation applies not only to developing new products, but also to improving more efficient and effective business and marketing processes. MSMEs that continue to innovate can create competitive advantages that are difficult for competitors to imitate so they can maintain their existence in the market. Wibowo and Sari (2021) stated that in facing the challenges of globalization and increasingly fierce competition, innovation is an important element that can open up new opportunities for MSMEs to develop and expand their market share. Therefore, craftsmen need to continue to innovate in terms of products, marketing, and production processes to ensure the long-term sustainability of their businesses. Innovation driven by in-depth market research and understanding consumer trends can determine the competitiveness of MSME products in an increasingly complex market. Increasing production capacity is an important aspect in MSME development. Meanwhile, capacity building is a process of improving and developing the ability of a company or individual to produce goods or services more effectively, efficiently, and with quality. Also, increasing production capacity will be beneficial in sales, namely increasing customer satisfaction and income. According to research conducted by Indra et al. (2023), the application of technology in the production process can increase product efficiency and quality, impacting market competitiveness (Indra et al., 2023). The right technology can increase productivity and reduce production errors, so that craftsmen can produce more and better quality products in a shorter time. Using more modern machines and equipment in the production process can also help craftsmen reduce waste of raw materials and energy, and improve the final results of the products produced. Indra et al. (2023) revealed that MSMEs that adopt technology in production can optimize their capacity and reduce operational costs. In the context of bamboo fan craftsmen, technology adoption can include using machines to cut or assemble bamboo more efficiently, which can speed up the production process and increase the output (Aisyah et al., 2023). Therefore, craftsmen must continue developing their skills and knowledge in production technology to ensure they can better meet market demand.



Market research is one of the first very important steps craftsmen take to understand consumer trends and needs. A study by Santoso and Wijayanti (2021) emphasized the importance of market research to identify consumer preferences and create products that are relevant to market demand (Santoso & Wijayanti, 2021). Through market research, craftsmen can identify changes in consumer tastes and adjust their products to remain in demand. Accurate market research allows craftsmen to recognize and utilize emerging trends to develop products that align with consumer needs. Santoso and Wijayanti (2021) also suggest that craftsmen should rely on historical data and innovate in introducing new products that are more relevant to current market demand. By conducting careful market research, craftsmen can increase their chances of success and create products that align with consumer expectations. This also helps them anticipate market changes and respond more to dynamic consumer needs. They can obtain accurate and relevant information to improve production capabilities by conducting comprehensive market research, especially in marketing bamboo fan crafts.



Based on an interview with one of the craftsmen, it is known that consumers usually order these bamboo fans as souvenirs for various events. Weddings are one of the occasions where bamboo fans are often used as souvenirs for guests. In addition, these bamboo fans are also frequently ordered for other events such as birthdays, thanksgiving, or community activities. The charm of bamboo fans as souvenirs lies in the unique traditional and aesthetic impression, with motifs and colors that can be adjusted to the event's theme (Bowo, 2022). This product is not only practical, but also provides added value in preserving local culture through handicrafts. The uniqueness and beauty of bamboo fans also make them the right choice for events that want to give guests a personal and memorable impression. In addition to its function as a tool to ward off heat, bamboo fans also have high artistic value, reflecting local wisdom that can introduce Indonesian culture, especially the culture of Tanjung Tambak Village, to guests who attend. Therefore, bamboo fans are not only useful products, but also become a symbol of cultural pride. Along with the increasing public awareness of the importance of preserving cultural heritage, the demand for handicraft-based souvenirs such as bamboo fans is increasing, providing opportunities for craftsmen to develop their products further.

This product shows how bamboo fans can be created as a symbol of appreciation for guests while highlighting the local wisdom of Tanjung Tambak Village (Ardiansyah & Soegoto, 2019; Athasya & Az-Zahra, 2023). This strategy strengthens the product's position in the market and promotes the cultural value inherent in each woven bamboo fan. Bamboo fans used as wedding souvenirs are often equipped with personal touches, such as the bride and groom's names, the wedding date, or a thank you message engraved on the fan, making it more valuable as a keepsake. In addition,

craftsmen can also customize the fan's design and color according to the event's theme, so that this product is increasingly in line with the needs and preferences of consumers (Adila Indria Sutrisno et al., 2023). This advantage gives craftsmen flexibility in offering products that suit various events. These customized designs enrich the invited guests' visual experience and show each creation's uniqueness and creativity. Bamboo fans can be a greater attraction for consumers who want to add a special touch to their events by providing personal and unique products. In addition, using bamboo fans as souvenirs can also strengthen cultural identity, making it a practical choice and a symbol of preserving local cultural heritage that is full of meaning (Pratama & Sari, 2021).

CONCLUSION

Based on the explanation above, it can be concluded that the marketing strategy implemented by bamboo fan craftsmen in Tanjung Tambak Village is quite effective in attracting interest in purchasing the product. In addition, the craftsmen not only focus on direct marketing but also follow technological developments that utilize social media as a marketing tool to reach consumers from all regions. Digital technology plays a very important role in increasing the competitiveness of MSMEs in the modern era. By adopting technologies such as e-commerce, social media, and digital management systems, MSMEs can expand their markets, increase operational efficiency, and strengthen relationships with consumers (Fitriani, 2023; K. A. Sari et al., 2021). Implementing technology allows MSMEs to compete more effectively with large business players and increase the accessibility of their products to consumers (Indra et al., 2023; Nugroho & Hersugondo, 2022). The evaluation results show that the strategy is quite effective in marketing the product. Craftsmen also attract consumers by making bamboo fans unique by using various shapes and motifs.

The author is aware that this report still has some shortcomings. Therefore, the author hopes for constructive criticism and suggestions for further evaluation. For readers, this report is expected to be used as a future source of information and reference.

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