



## INCREASING SALES OMZET OF PLANT WASTE BASED HOME INDUSTRY THROUGH PRODUCT DEVELOPMENT AND MARKETING

<sup>1</sup> Widowati, <sup>2</sup>Amin Retnoningsih, <sup>3</sup> Amin Pujiati, <sup>4</sup>Junita Astutik, <sup>5</sup> Retno Marlengen, <sup>6</sup> Inez Salsabila  
<sup>1, 2, 3, 4, 5</sup> Universitas Negeri Semarang

### ARTICLE INFO

#### Article History:

Received June 29, 2021  
 Accepted September 01, 2022  
 Available December 30, 2022

#### Keywords:

Eco print,  
 Plant Waste,  
 Turnover,  
 Brongkol Craft

### ABSTRACT

*The problems of household crafts (home industry) in general are production, human resources and marketing. Brongkol Craft, a business group of women in Tabaggunung Hamlet, Brongkol Village, Jambu District, Semarang Regency, Central Java, which was founded in 2019, also experienced the same thing. The pandemic condition worsened the business condition. This service aims to increase Brongkol Craft sales turnover through the development and improvement of production, HR and marketing aspects. Problem-solving methods are generally carried out in a participatory manner, training, mentoring, monitoring, and evaluation at Brongkol Craft partner locations. Training is implemented through tutorials, discussions, demonstrations, and practices. Brongkol Craft Partners actively participate in all activities in implementing this activity. Each activity stage is monitored and evaluated on participation, knowledge, skills in implementing science and technology transfer, attitudes, and outcomes in each activity. Community service results in the development of Brongkol craft products, namely waste-based tote bags, pillowcases, tablecloths, hats and other accessories. Results Strengthening existing human resources Cooperation and division of tasks in business management. Marketing has reached a wider audience by participating in exhibitions and online marketing through Shopee.*

Permasalahan kerajinan rumah tangga (home industry) pada umumnya adalah produksi, sumber daya manusia dan pemasaran. Mitra Brongkol craft yang merupakan kelompok usaha Ibu-ibu di Dusun Tabaggunung Desa Brongkol Kecamatan Jambu, Kabupaten Semarang Jawa Tengah yang berdiri tahun 2019 juga mengalami hal yang sama. Kondisi pandemic memperburuk kondisi usaha tersebut. Tujuan pengabdian ini adalah meningkatkan omzet penjualan Brongkol Craft melalui pengembangan dan pembenahan aspek produksi, SDM, dan pemasarannya. Metode pemecahan masalah secara umum dilakukan secara partisipatif, pelatihan, pendampingan, monitoring, dan evaluasi di lokasi mitra Brongkol Craft. Pelatihan diimplementasikan dalam bentuk tutorial, diskusi, peragaan, dan praktik. Mitra Brongkol Craft berpartisipasi aktif mengikuti semua aktivitas dalam pelaksanaan kegiatan ini. Setiap tahap kegiatan dimonitor dan dievaluasi pada aspek-aspek partisipasi, pengetahuan, ketrampilan dalam implementasi alih iptek, sikap, dan luaran pada setiap aktivitas kegiatan. Hasil pengabdian masyarakat berupa pengembangan produk Brongkol craft yaitu totebag, sarung bantal, taplak meja, topi dan asesoris lainnya yang berbasis limbah. Hasil Penguatan sumber daya manusia sudah ada Kerjasama dan pembagian tugas dalam Manajemen usaha. Pemasaran sudah menjangkau konsumen lebih luas dengan mengikuti pameran dan pemasaran online melalui Shopee.

Address: Gedung L, Kampus Sekaran, Gunungpati, Semarang,  
 Indonesia, 50229

Correspondent Address:  
 Gedung E Fakultas Teknik UNNES  
 Email: widowati@mail.unnes.ac.id

## INTRODUCTION

Brongkol Craft is a business unit for a group of women in Tabaggunung Hamlet, Brongkol Village, Jambu District, Semarang Regency, founded in 2020 [1]. This business unit is run by 5 mothers, namely Mrs Sutiswati (chairman), Mrs Rumi, Mrs Dila, Mrs Nisa, and Mrs Harni. These women are the wives of members of the "Ajuning Tani" group who work as durian and coffee farmers and have a minimum level of secondary school education. Most of them are under 40 years of age. The purpose of initiating the formation of Brongkol Craft is to increase family income because since the end of 2019, durian production in the Brongkol region has continued to decline due to weather anomalies, less hot climate, and heavy rainfall, some of the favourite durian varieties such as the Dila, Belimbing, and Bungkuk durian varieties are even the same never fruit. The business of producing handicrafts using plant waste for the wives of "Ajuning Tani" can solve the problem of decreasing family income. Plant waste raw materials such as twigs, leaves, flowers, and fruit, especially from wild plants, are available throughout the year. This business requires supporting materials and simple equipment, which are relatively inexpensive. This group of women also hopes that Brongkol Craft will strengthen the economy and support the Semarang Regency Government's program plan to develop Brongkol Village as a Durian Agribusiness Village.

Brongkol Craft products were developed from products produced by Rasendriya [2]. Product management, finance and marketing have been trained for the sustainability of this business group, but until early 2021 Brongkol Craft was unable to market its products. The problem with Brongkol Craft in 2020 is that the product variants are limited, the quality is low due to untidy and unattractive product designs (Figure 1), and offline marketing is only entrusted to two small shops in the Brongkol area.



**Figure 1.**

Three variants of the 2020 Brongkol Craft product

Limited product variants and quality, as well as marketing, resulted in low sales turnover despite the upward trend (Figure 2). Many micro, small and medium enterprises (MSMEs) are reported to have

experienced a decrease in sales turnover due to this pandemic [4-10]. The business of community groups such as Brongkol Craft was also negatively affected because this business was established during a worsening pandemic. Brongkol Craft must compete with similar products that already have a market and face a pandemic condition that requires consumers to prioritize health over other needs.

**Figure 2.**

Brongkol Craft turnover in 2021



Marketing a product or service is the most important and determining part of a business to make a profit so it can grow and develop into a more significant business. Sales turnover is the total income from sales activities. The greater the number of sales, the greater the possibility of profit. Sales turnover is one of the crucial aspects that must be evaluated to obtain a profitable sales turnover. Aspects that cause Brongkol Craft's sales turnover to fluctuate low need to be identified so that the correct solution can be designed to overcome these problems. The results of the analysis of the problem of the low sales turnover of Brongkol Craft are related to 3 aspects, namely 1) production aspects, 2) human resources (HR) aspects, and 3) marketing aspects. This service activity aims to increase Brongkol Craft sales turnover through the development and improvement of production, HR and marketing aspects.

## METHOD

Problem-solving methods are generally carried out in a participatory manner, training, mentoring, monitoring, and evaluation at the Brongkol Craft partner locations in Tabaggunung Hamlet, Brongkol Village, Jambu District, Ambarawa Regency, Central Java. Training is implemented through tutorials, discussions, demonstrations, and practices. Brongkol Craft Partners actively participate in all activities in implementing this activity. The results of the implementation of each stage of the activity are monitored and evaluated on the aspects of participation, knowledge, skills in implementing science and technology transfer, attitudes, and outcomes in each of these activities (Table 1).

**Table 1.**  
Problem-Solving Methods

No	Solution	Method	Partner Participation
1.	Development <i>eco print</i> products	Tutorials, discussions, demos, and practice ways of making, accompaniment, monitoring and evaluation practice results <i>eco print</i>	Active participation in the practice of making <i>eco print</i> and facilitation of training venues
	Development of 3 types of functional products <i>Eco print</i> based	Tutorials, discussions, demos, and practice making, accompaniment, monitoring and evaluation production practice results functional product	Participate actively in the practice of making an <i>eco print</i> - based functional products, and facilitate them training ground
	Enhancement product quality through improvement work procedures and use design which product interesting	Tutorials, discussions, demos, and practice of making, mentoring, monitoring, and evaluating the results of improvement practices product quality	Actively participate in practice quality improvement handicraft products, and facilitation of providing training venues
2.	Housekeeping organization Brongkol Craft and division clear task related to the production process, marketing, and finance	Tutorials and discussions, organizational improvement Brongkol Craft	Actively participate in organizational improvement Brongkol Craft, provides and facilitate tutorial places
	HR training For implementation online marketing and ECommerce management	Facilitation training HR for Marketing implementation on line	Actively participate in practice implementation online marketing and facilitation training ground
3.	Develop online marketing	Tutorials, discussions, accompaniment, monitoring and evaluation development results online marketing	Actively participate in Development practice online marketing and facilitation of tutorials and discussions

Evaluation of the implementation and continuity of the program after community activities is completed through online communication at Unnes Brongkol WA Group *Ecoprint*. In addition, an evaluation is also carried out by following the development of activities, and visiting the location periodically

**RESULTS AND DISCUSSIONS**

Activities are carried out during the pandemic so that the service team and Brongkol Craft partners are still implementing the health program. Community service activities are implemented in stages, starting from socialization to implementing solutions to solve each problem. Socialization to Brongkol Craft partners aims to convey the intent, objectives of the activity, and the outputs that must be produced from this activity. Plant waste materials used as raw materials for *eco-print* products and other handicraft products were identified directly in the field on June 26 2022 by partners and a team. Partners understand the types of plant waste, especially surrounding plant resources such as tree bark and stems, leaves and flowers of wild plants, or weeds that can be used as raw material for products with economic value (Figure 3).

**Figure 3.**

Leaf waste as a product raw material



**Figure 4.**

Types of Leather that Can Be Used as Dye



Based on Figure 3, leaf waste that can be used as raw material is *Phegopteris connectilis* (fern), *Sauropus androgynous* (L.) Merr. (coughing), *Stachytarpheta jamaicensis* (horse whip), *Chromoleana aeruginosa* (Balakacida).

Some plant wastes that can be used to produce *eco prints* are the bark and stems of mangrove trees, Secang Wood, Mahogany Wood, Tiger Wood, Meer Wood, Saga Seeds, Walnuts, Manjakani, Parijoto, and leaves of Ketapang, teak, suji both as colouring and patterns and motif of the waste (Figure 4)

Solutions made to solve partner problems are presented in Table 2, and the results of the activities are presented in Figures 5 and 6

**Table 2.** Description and results of community service activities for Brongkol Craft partners

Implement ation date	Type of Activity	Result Description
June 26, 2022	Socialization and identification of plant waste for product raw materials	a. Partners understand the types of plant waste that can be used for producing raw materials b. Identified types of tree bark and stems for dyes and types of other plant parts that can be used in the manufacture of products
July 19, 2022	Demonstration and hands-on practice on how to make eco prints	a. Partners see and pay attention to eco print demonstrations b. Partners practice directly making eco prints (arranging leaves on cloth, rolling the cloth with duct tape, and steaming)
July 0, 2022	Continuing the process of making an eco print and explaining the steps for making an eco print independently	a. Unwrapping the duct tape on the eco print that has been steamed and dried in the sun b. Identify eco-print based on the type of leaf used
August 04 2022	Record all the tools for making eco prints, supervise the women making eco prints independently, share sewing equipment and explain how to sew	a. The team has a record of eco print-making tools that will be handed over to partners b. Partners make eco prints on a set of guest chair cushion covers and tablecloths c. Partners acquire sewing supplies d. Identify products based on quality
August 13, 2022	Document the tools and materials for making eco-print, check the quality of the tote bag product	Partners understand the importance of collaboration, and division of tasks in production, understand business management and can practice selling

Brongkol craft, make guest chair cushion cover patterns, train business management, train digital marketing	products directly at Shopeee.
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Ecoprint product development solutions , skilled partners produce ecoprint fabric products from various types of waste leaves originating from brongkol village through production stages to produce fabrics as shown in figure 5

**Figure 5.** Production Process and Products of *eco-print* Brongkol Craft partners





Eco print-based functional products that Brongkol Craft partners have successfully developed include tote bags, guest chair cushion covers, tablecloths, and hats. Before producing a functional product, the service team provides training on making patterns and sewing, as shown in figure 6

**Figure 6.** Practice making patterns and sewing



Pattern-making and sewing training carried out by the service team for Brongkol Craft partners has produced functional products that can be useful and have selling points. Brongkol craft products include tote bags, guest chair cushion covers, tablecloths and hats, as shown in figure 7.

**Figure 7.** Brongkol Craft Products



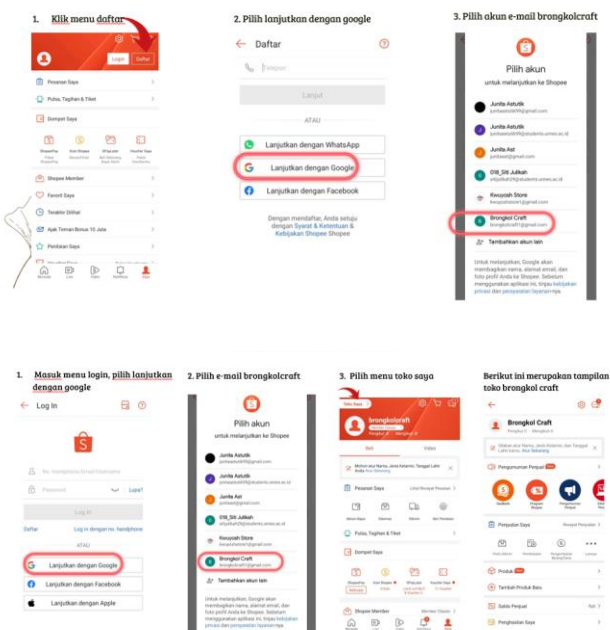
The solution provided by the service team to Brongkol craft partners is to increase sales turnover. In addition to product development, the team also provides training related to Management. Training is given by emphasizing the importance of business planning, collaboration and division of tasks in business, doing simple bookkeeping to marketing products. The marketing that has been carried out so far is still word of mouth and offline. The solution provided by the service team is to train Brongkol craft partners to carry out marketing with a broader range of consumers, namely exhibitions. Broccoli products are craft and digital through sales on the marketplace, namely Shopee. Marketing through exhibitions was carried out at the LP2M innovation house, Semarang State University (Figure 8). Marketing is also carried out digitally to solve the problem of partners with low sales levels through Shopee with accounts Broach Craft (Figure 9). It is hoped that digital marketing will increase sales turnover and partners' welfare levels will increase.

**Figure 8.**

Product Exhibition at the Innovation House



**Figure 9.**  
Digital Marketing Through Shopee



To ensure the sustainability of the service program, the service team conducts online monitoring and evaluation and visits to partner locations. It is hoped that partners can be independent and develop a brocade craft business.

## CONCLUSION

Community Service activities can be carried out properly due to the support of partners' cooperation and active participation. The results of the community service activities include eco-print-based functional products, which include tote bags, pillowcases, tablecloths, hats and other functional products. This eco-print-based product has been successfully developed in several variants using plant waste with different shapes, colours, and organs especially leaves. Each product variant is named after the plant used, such as Ficus Leaf Totebag and Ricinus Leaf tote bag. Changes in the behaviour and capabilities of partners that support increased businesses so that they have a wider audience, among others, are carried out through digital marketplace marketing Shopee, exhibition, and point of sale at the UNNES Innovation House gallery. The UNNES Innovation Gallery opens every weekday and is visited by many institutions and ministries so that consumers from various walks of life recognize their products. Sales turnover is predicted to increase, so Brongkol Craft's business will be sustainable.

The UNNES community service team would like to thank DRPM (Direktorat Riset dan Pengabdian kepada Masyarakat) so that this community service can be carried out properly

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