

# Overcoming the Home Industry Crisis in Goyor Sarong Wanarejan Utara: Training on Digital Marketing, Product Packaging and Sales Management

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## ABSTRACT

A crisis is currently affecting the Goyor woven sarong home industry in North Wanarejan Village (Wan-Ut), Pemalang. The Goyor sarong, which is the village's potential, is facing serious issues. The price of sarongs has plummeted, while the cost of raw materials and employee wages has soared. Furthermore, declining market demand has presented numerous challenges for sarong producers in Wan-Ut. Previously, sarong producers manufactured their products without any promotion, so a solution to address this crisis is much needed. One step that can be taken to tackle this issue is to promote the sarongs to increase market demand. Additionally, finding ways to reduce production costs is essential to improve profit margins. To achieve these goals, a community engagement program was conducted, providing training in digital marketing techniques, packaging creation, and sales management to residents of North Wanarejan Village. This program proceeded smoothly, and the residents showed great enthusiasm. Evaluation of the results was carried out directly during the program, where participants applied the sales strategies they had learned to sell Goyor sarongs online. As a result, two participants successfully sold Goyor sarongs online.

## KEYWORDS

Home Industry;  
Goyor Sarong;  
Wanarejan Utara Village;  
Packaging;  
Digital Marketing;



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## 1. Introduction

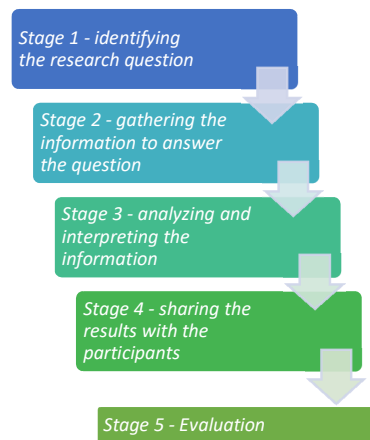
Wanarejan Utara Village (Wan-Ut) is a village located in Pemalang Regency. The majority of villagers' livelihoods are working in the home industry of Goyor sarongs. Goyor sarongs are a product of the creative industry, a product of micro, small and medium enterprises (UMKM) in the weaving field [1]–[5]. For many years, goyor sarongs have been the main source of income for several residents in Wan-Ut village. By developing village potential, sustainable village development can be realized. However, in the last two years, the goyor sarong industry in Wan-Ut village has experienced a serious crisis which has drastically reduced sales levels. This resulted in huge losses for producers, and a prolonged period of crisis also had a negative impact on workers. Many of them lost their jobs because manufacturers were forced to stop production. Meanwhile, producers who are still surviving are only able to retain a few workers. According to Mrs. Ayati, a Goyor sarong manufacturer since 1975 who is now 86 years old, this is the worst crisis the Goyor sarong industry has experienced since 1999, when the Goyor sarong home industry business began to develop at that time. The causes of the sales crisis for Goyor sarongs are very complex and include several factors, such as the lack of market share, an imbalance between production results and consumer demand, the presence of competitors offering imitation Goyor sarongs at lower prices, conflicts in export destination countries, the impact of the Covid-19 pandemic, and the emergence of consumers from outside who set up their own factories in Wan-Ut village [6]–[15]. Apart from that, the lack of innovation from producers in terms of product variations and promotional techniques, as well as the lack of attention from the government towards the industrial sector also aggravated this crisis and has meant that this crisis has not been resolved until now [16]–[20].

One effort to overcome the current crisis is to implement training programs in the fields of digital marketing, packaging creation and production management. This program aims to help Goyor sarong industry players in Wan-Ut. This program is designed to provide new skills to Goyor sarong producers so they can innovate in promoting their products online and increase sales through digital platforms. In other words, digital marketing is a necessity and a challenge for UMKM, where by entering cyberspace, not only will the market become wider, but competitors will also become tougher [21]–[28]. Digitalization also opens up opportunities to expand the target market and make UMKM products more widely known. One of the digital platforms that can be optimized and is easiest for marketing is social media [29]–[33].

Apart from promotional techniques, packaging methods to make Goyor sarongs look attractive are also taught, so it is hoped that they can attract more buyers. Having good packaging accompanied by informative labels can be a factor in attracting consumers, therefore training in making this packaging needs to be carried out. Packaging is taught starting from making stickers to packaging. Making stickers using the Canva application, this application is easy to use and widely used because of its practicality. Learning about good sales management is also provided, such as how to use good applications for stock and financial management. The importance of using financial applications is currently very relevant because manual recording is no longer practical, considering the various problems that may arise, such as human error or errors in recording activities and transactions.

## 2. Method

In the implementation of Community Service (PkM), data collection was carried out using Participatory Action Research (PAR) techniques, namely investigations carried out by participants in social relationships between them to improve several conditions that are hoped for together. PAR techniques are widely used in carrying out community service activities. Sources of data and information are taken from sources or direct business actors, where the main sources are PkM partners, namely Azzahro Tex. Apart from partners, the social approach is also carried out with several other business actors. The process of implementing this Community Service Program involves several stages that must be gone through systematically. The 5 stage methods implemented can be seen in Figure 1.



**Fig. 1.** PkM Implementation Stage

In the first stage, Identifying research questions is the stage where the PkM team is tasked with collecting data and data analysis which can be done through observation or interviews. The PkM team conducted direct observations and interviews with goyor sarong business actors in Wan-Ut Village, Pemalang. From the results of observations and interviews, it was found that in the last two years, the Goyor sarong business experienced a very serious decline, causing huge losses and some business actors even had to stop their business. The impact is not only felt by business actors, but also by workers. Starting from late payments, limited production, and worse, some workers even lost their jobs. There are several factors causing this crisis, but we need to do more research to find out the main causes. Here, business people in the village only make goyor sarongs and don't know how to package them

properly or sell them themselves if distributors can't take everything they produce. As a result, they have no other choice to overcome this problem, only depending on the distributor who markets it later.

In the second stage, the PkM team collaborated with partners to create solutions to overcome the crisis in the Goyor sarong business. The results of the collaboration produced one solution to overcome this crisis, namely being independent in developing and selling our own products. The supply chain process does not only stop at the production stage, but also includes packaging and sales to consumers. In the third stage, from the information collected, the proposed solution is then developed. The solution offered is training for residents, especially for Goyor sarong business actors, with the aim of realizing the solution that has been agreed upon with partners and to be able to develop more products from Goyor sarongs.

In the fourth stage, a solution was found to overcome the crisis problem in the Goyor sarong business, namely by providing training on good and attractive Goyor sarong product packaging, as well as training in the field of digital marketing, namely how to sell Goyor sarongs via online media and being able to participate in large event activities such as sponsoring an event. The hope is that through this training, Goyor sarong business actors can sell their products independently and can always innovate so they can compete with other business actors. Not only does it reach stage four of implementation, after the training is complete, an evaluation process is also carried out. This aims to ensure that training participants can make Goyor sarong packaging independently and are able to sell sarongs through online media.

### 3. Results and Discussion

#### 3.1. Profile and Registration Scheme for Activity Participants

This Community Service activity was attended by 40 participants, consisting of 10 male participants and 30 female participants. The registration process is carried out using Google Form and distributed through village Facebook groups and partner social media. This method of accepting participants is applied after evaluating previous Community Service activities. With this method, it is hoped that the participants who take part in this activity are those who have an interest and interest in this activity. Participants' ages varied, from 14 years to 52 years. Apart from laborers, students, employees and housewives who want to start a business also register for this activity.

#### 3.2. PkM Event Schedule

PkM activities are carried out for 1 day, starting from 09.15 to 16.00 WIB. This activity consists of three stages: opening, training implementation, and closing. The training started with making Goyor sarong stickers using CANVA, continued with making packaging, and finally digital marketing and sales management training. Details of the PkM event schedule can be seen in Table 1.

Table 1. PkM Event Schedule

Time	Event
08.45 - 09.15	Attendance and Participant Conditioning Opening ceremony Reading the rules and regulations
09.15 - 09.45	Chanting prayers Singing Indonesia Raya Chairman's speech
09.45 - 11.15	Training to make Goyor sarong stickers using CANVA
11.15 - 12.00	Training on making Goyor sarong packaging (Theory)
12.00 - 12.45	Take a break
12.45 - 13.30	Training on making goyor sarong packaging (Practical)
13.30 - 15.00	Digital marketing training Goyor Sarong Sales Management Training
15.00 - 15.30	Take a break Video Testimonials (Participant Messages and Impressions)
15.30 - 16.00	Distribution of Souvenirs Prize Winner Announcement Closing Photo together

### 3.3. Training Activity Process

The first training activity was making Goyor sarong stickers using CANVA. So that all participants have a device for designing, this training uses smartphones [24], [34]–[39]. Participants are trained starting from installation, using tools to downloading the sticker designs that have been created. The training process for making Goyor sarong stickers using Canva can be seen in Figure 2.



**Fig. 2.** Training on Making Goyor Sarong Stickers using Canva

In this second training, participants were taught how to make packaging for Goyor sarongs. The training begins by providing theory about the importance of packaging to attract consumers, then continues with an introduction to the tools and materials needed, along with information regarding prices and places to purchase these tools and materials. After completing the theory, participants were taught the technicalities of making this packaging, and at the end, five participants were asked to make it directly. The training process for making Goyor sarong packaging can be seen in Figure 3.



**Fig. 3.** Training on Making Goyor Sarong Packaging

The third or final training provides participants with knowledge about digital marketing and sales management of Goyor sarongs. The training begins by providing insight into marketing strategies, creating quality content, and information about the best platforms for selling Goyor sarongs. Apart from digital marketing techniques, participants also receive training regarding the use of applications in sales management. The training continued by providing technical guidance in selling Goyor sarongs via social media such as Facebook and Instagram, as well as using applications in sales management of Goyor sarongs. The goal is that social media has a big impact in reaching and interacting with a wide audience, making the sales process easier. The digital marketing training process and sales management of Goyor sarongs can be seen in Figure 4 [25], [40]–[42].



Fig. 4. Digital Marketing and Sales Management Training for Goyor Sarongs

### 3.4. Activity Outcomes

Each training activity has its own outcomes. In the Canva training, all participants are required to be able to design stickers until they are finished and print them. In the packaging making training, 5 participants were required to be able to make packaging directly during the training. And in digital marketing training, 2 participants are required to be able to sell Goyor sarongs via online media. And it was proven that 2 participants were able to sell Goyor sarongs online, where the conditions were that buyers could not be from colleagues and this was proven by chats between buyers and sellers/participants. And the last one is sales management where participants create an account in the sales management application then input stock data on Goyor sarongs to be sold. The PkM output results can be seen in Figure 5.

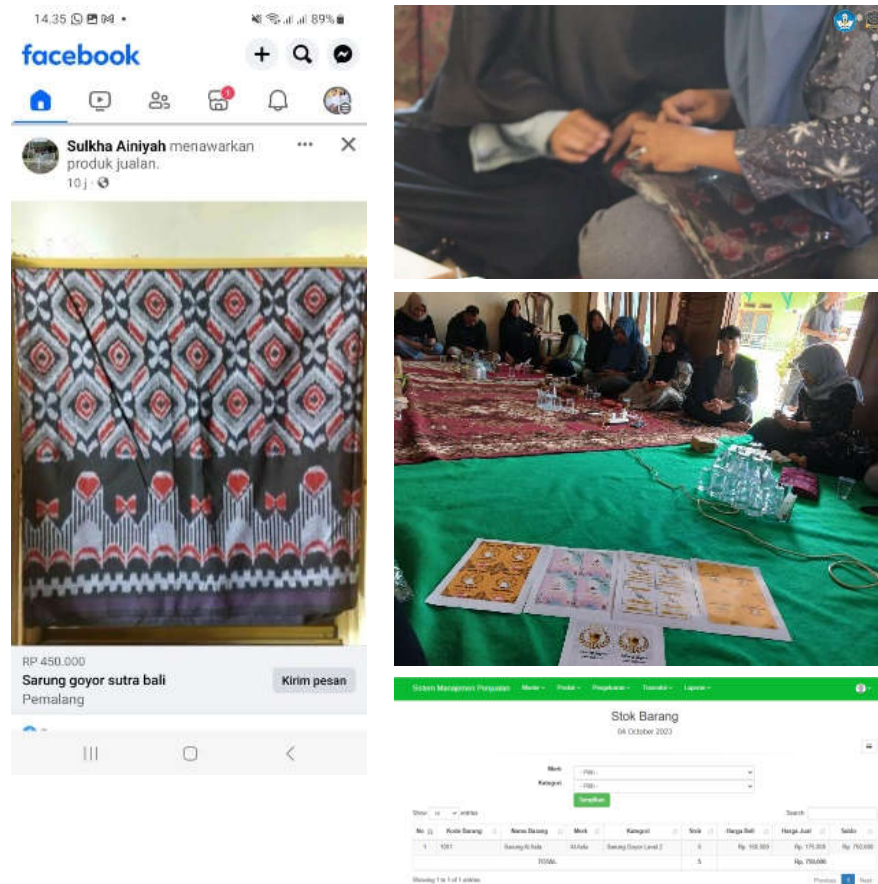


Fig. 5. PkM Outcomes

#### 4. Conclusion

Based on the results of Community Service activities, it can be concluded that this activity went well. The enthusiasm of the participants was very high, which was proven by the work produced directly during the activity. The output of this training was also successful, where participants were able to make product packaging, including making stickers and packaging in the form of mica plastic, directly on the spot. Apart from that, they are also able to sell Goyor sarongs online, as proven by the sale of 2 Goyor sarongs by participants during the event. In accordance with suggestions from activity participants, the follow-up action to help advance UMKM is to hold training on brand copyright. That way, business actors will have their own brands that can be sold freely without being copied by other business competitors.

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#### Author Contribution

Community service activities for beginners were carried out in Sarung Goyor Home Industry Village, Wanarejan Utara Village. The aim of this activity is to increase the community's ability to sell Goyor sarongs independently by utilizing digital marketing techniques and attractive packaging. The hope is that this training can increase the profit margin on sales of Goyor sarongs. Implementation of service activities involves a service team consisting of lecturers and students from Harapan Bangsa University.

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#### Conflict of Interest

The authors declare no conflict of interest.

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