

---

**COMMUNITY EMPOWERMENT THROUGH TOURISM-BASED  
MANAGEMENT LOCAL WISDOM IN SERVICE COOPERATIVES  
“BOONPRING MAKMUR SEJAHTERA”**

**Sulistyo<sup>1</sup>, Yuni Mariani Manik<sup>2</sup>, Doni Whirsandono Yogivaria<sup>3</sup>**

<sup>1,2,3</sup> Universitas PGRI Kanjuruhan Malang

S. Supriadi Street, No.48, Malang City, East Java, 65148, Indonesia

[yunimariani92@gmail.com](mailto:yunimariani92@gmail.com)

**ABSTRACT**

By the end of 2019, the Covid-19 virus had spread throughout the world, including Indonesia. The government immediately imposed Large-Scale Social Restrictions (PSBB) in several big cities in Indonesia. PSBB has a direct impact on the MSME sector. MSMEs experienced a decline in sales turnover due to restrictions on physical activities. This makes MSMEs lose the opportunity to sell their products through exhibitions, bazaars, car free days and others. One of the most affected is the “Boonpring Makmur Sejahtera” Cooperative which houses wood & bamboo craftsmen in Malang Regency. The area of Sanankerto Village, Turen District, Malang Regency has the potential for rural tourism that has the potential to be developed. This village has interesting natural characteristics, unique social and cultural life. This potential must be encouraged and developed in accordance with the socio-cultural characteristics of the community. The development of community-based tourism potential is a strategic effort in building the community. Rural tourism development is a long-term and potential investment for the government because human and natural resources are already available. The results of our brief observations found that the sales of the Boonpring Makmur Sejahtera Cooperative decreased drastically, even to the point that there were no purchases at all. The Boonpring Makmur Sejahtera Cooperative and members of the cooperative personally then try to market their products online through social media. It turned out that the members of the cooperative experienced many difficulties and obstacles in online marketing, so many gave up. This service activity is expected to motivate the management and members of the Boonpring Makmur Sejahtera Cooperative to remain creative, productive and aggressive. This service activity involves a series of activities, namely: providing motivation to cooperative management and members, online marketing training and easy and practical bookkeeping training with applications. Service participants (management and members of the Boonpring Makmur Sejahtera Cooperative) in participating in the training were very enthusiastic and diligent. The material provided by several competent personnel was well received and practiced so as to give encouraging results. Although the pandemic is still ongoing, the Boonpring Makmur Sejahtera Cooperative is slowly starting to rise and exist again so that wood & bamboo craftsmen become empowered again.

**Keywords:** Business Management; Motivation; Online Marketing; Practical Bookkeeping

**INTRODUCTION**

**Situation Analysis**

In encouraging the development of potential MSMEs, the Ministry of Cooperatives and MSMEs has made a One Village One Product (OVOP) policy. This policy states that one village must have one superior product and later the most potential product in each city will be given a budget by the Ministry of Cooperatives and Micro, Small and Medium Enterprises to develop these potential MSME products. With this OVOP policy from the Ministry of Cooperatives and MSMEs, the Malang City Cooperatives and MSMEs Service also participates in supporting this policy. In this case, the Malang City Cooperatives and MSMEs Service involves the Malang City to explore the potential that exists in each kelurahan in Malang City. Of all the MSME clusters in Malang City, the Wood & Bamboo Craftsmen cluster is a cluster that has great potential. Cluster of SMEs Wood Crafts & Bamboo is a creative economic product that can be a way to empower people of all ages (Wheny, 2008). Crafts of wood & bamboo craftsmen have the potential to be developed into regional advantages because the raw materials are easy to obtain, the prices are affordable, the work can be done on the sidelines of the main work and the skills are easy to learn. The handicrafts of MSMEs Wood & bamboo craftsmen are an ancestral heritage, currently MSMEs Wood & bamboo craftsmen are not just a hobby to fill spare time but can produce the work can be done on the sidelines of the main job and the skills are easy to learn. The handicrafts

of MSMEs Wood & bamboo craftsmen are an ancestral heritage, currently MSMEs Wood & bamboo craftsmen are not just a hobby to fill spare time but can produce the work can be done on the sidelines of the main job and the skills are easy to learn. The handicrafts of MSMEs Wood & bamboo craftsmen are an ancestral heritage, currently MSMEs Wood & bamboo craftsmen are not just a hobby to fill spare time but can produce income.

The Bamboo Cluster is a cluster that has the potential to empower the community. Crafts of wood & bamboo craftsmen are not just a hobby to fill spare time but can generate income. This ribbon embroidery can be done by all ages, from children to the elderly. MSME wood & bamboo craftsmen are spread over 10 sub-districts and 37 villages with a total of 110 embroiderers. MSME wood & bamboo craftsmen also have problems like other MSMEs. With the Covid-19 outbreak that began to be felt in Indonesia since February 2020, sales of wood & bamboo crafts have decreased by 50%, because there are no exhibitions, bazaars, etc., as their means of marketing their products.

MSME wood & bamboo craftsmen also have obstacles like other MSMEs. Although the MSMEs of wood & bamboo craftsmen are potential MSMEs in the city of Malang, the MSMEs of wood & bamboo craftsmen are also inseparable from facing problems. Especially with the Covid-19 outbreak that has started to be felt in Indonesia since February 2020. Sales of these handicrafts have decreased by 50%, because there are no exhibitions, bazaars, etc., as their means of marketing their products. The wood & bamboo craftsmen in Malang City joined forces and formed a cooperative with the name "Boonpring Makmur Sejahtera" Cooperative. Currently, there are 25 active members of the "Boonpring Makmur Sejahtera" Cooperative, with the chairman Abah Samsul. The office of the "Boonpring Makmur Sejahtera" Cooperative is located in Tlogosari Housing, while the offline marketing outlets are in the market. Prior to the pandemic, the marketing of wood & bamboo crafts from the "Boonpring Makmur Sejahtera" Cooperative relied on exhibitions, bazaars and expos organized by the city government, provincial government and state-owned enterprises. The handicraft products of wood & bamboo craftsmen from the "Boonpring Makmur Sejahtera" Cooperative are very diverse but have a characteristic that is very neat ribbon embroidery.

The pandemic, which has been going on since March 2020, has stopped the marketing of the "Boonpring Makmur Sejahtera" Cooperative. Based on the reality experienced by wood & bamboo craftsmen, especially those who are members of the "Boonpring Makmur Sejahtera" Cooperative, it is necessary to carry out service activities for the "Boonpring Makmur Sejahtera" Cooperative. The purpose of this service is to encourage and provide efforts so that MSME wood & bamboo craftsmen rise from the slump in sales due to the pandemic. This service activity for the bamboo cooperative will focus on online marketing. It is hoped that the service in the "Boonpring Makmur Sejahtera" Cooperative can provide skills in online marketing for its members. The service activity for the "Boonpring Makmur Sejahtera" Cooperative was carried out with the Pandemic Team 2 and 3. practical finance for its members.

### Targets And Outcomes

Crafts of wood & bamboo craftsmen have enormous potential to develop and become the icon of Malang City handicraft products. The pandemic situation caused wood & bamboo craftsmen who joined the "Boonpring Makmur Sejahtera" Cooperative We saw the "Boonpring Makmur Sejahtera" Cooperative which accommodates wood & bamboo craftsmen should be able to overcome the marketing difficulties of its members, especially during this pandemic. The "Boonpring Makmur Sejahtera" cooperative should also be able to motivate its members to be productive and creative so that they can still exist despite the pandemic. Based on these problems, service activities are carried out in several stages.

The first stage is providing motivation that allows the management and members of the "Boonpring Makmur Sejahtera" Cooperative to have the enthusiasm to remain productive and creative to face the pandemic, so that wood & bamboo craftsmen can still develop their business as a way to improve family welfare. This motivational session is expected to ignite the enthusiasm of the management and members of the "Boonpring Makmur Sejahtera" Cooperative to develop their business. The second stage is online marketing training, participants are given knowledge and training in doing online marketing both through social media and e- marketplaces such as sophee, Tokopedia and others. In this second stage, a rebranding of the "Boonpring Makmur

Sejahtera" Cooperative was also carried out to make it more attractive. The third activity, Simple application-based practical bookkeeping training. This training in business bookkeeping and cooperative finance is expected to assist cooperative management and members in recording business finances. The targets of the service activities in the "Boonpring Makmur Sejahtera" Cooperative are: a. Partners are motivated to stay creative and productive even during a pandemic. High motivation will bring up the spirit to be creative in finding solutions and opportunities from the pandemic b. The management and members of the "Boonpring Makmur Sejahtera" Cooperative can do online marketing through social media and e-marketplaces so that sales will increase. again increases as the market becomes limitless. c. The management and members of the "Boonpring Makmur Sejahtera" Cooperative can carry out application-based business bookkeeping so that they can know the development of their business and then can make plans for business development. d. The management and members of the "Boonpring Makmur Sejahtera" Cooperative can become agents of community empowerment through their creativity and productivity. e. The results of this service are entered into the journal.

## METHODS

The service method is carried out directly by visiting partners or online and holding several joint activities such as sharing, training, seminars and mentoring. In addition, the Personal Service Team is assisted by competent parties to provide assistance to the management and members of the "Boonpring Makmur Sejahtera" Cooperative so that they are enthusiastic and diligent in participating in service activities. The method of implementing service at the "Boonpring Makmur Sejahtera" Cooperative includes several stages: Stage 1) Providing Motivation, 2) Online Marketing Training, 3) Application-based practical bookkeeping training, 4) Mentoring and 5) Evaluation.

### Giving Motivation

The Pandemic period made the mentality of the management and members of the "Boonpring Makmur Sejahtera" Cooperative to decline. Difficulty after difficulty faced, especially in marketing the product gave rise to a sense of despair. This service activity needs to provide strengthening motivation for the management and members of the "Boonpring Makmur Sejahtera" Cooperative so that they are enthusiastic about being creative and productive despite the pandemic. The hope is that if the management and members of the cooperative are more creative and productive, they can empower the communities in which they live. The wood & bamboo craftsmen can train the surrounding community so that they can earn income from pursuing wood & bamboo crafts. The handicraft products of wood & bamboo craftsmen have the potential to become superior creative economic products as a supporter of tourism in the city of Malang.

### Online Marketing Training

The training carried out includes training and workshops on the benefits of online marketing, types of online marketing and ways of online marketing. Online marketing is the practice of utilizing web-based channels to spread messages about a company's brand, product or service to its potential customers (Tolstoy et al., 2022). Methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, and more (Bragg et al., 2017). The goal of marketing is to reach potential customers through the channels in which they spend time reading, searching, shopping, or socializing online. The widespread adoption of the Internet for business and personal use has resulted in many new channels for advertising and marketing engagement, including those mentioned above.

### Application-based practical bookkeeping training

A successful business begins with structured bookkeeping (Puspitasari et al., 2021). Bookkeeping or recording is very important to monitor business development. The service team chose the Warung Buku application as a practical and easy business bookkeeping for the management and members of the "Boonpring Makmur Sejahtera" Cooperative. The following are the conveniences of the Warung Buku application: Small app size; can be used without a

connection Free; reminders via SMS Easy to understand for; beginners Can make automatic business; reports Can be used multiple cellphones at; the same time Simple accounting.

### **Accompaniment**

The service team accompanies the entire online marketing process that is running, starting from downloading applications, product shooting processes, editing images, uploading product images, writing product profiles, posting on social networks, targeting processes on social networks, customer response processes, electronic transaction processes, payment process and product delivery process. The service team also assists the management and members of the "Boonpring Makmur Sejahtera" Cooperative in carrying out business bookkeeping using the Warung Buku application.

### **Evaluation**

The service team evaluates the management and members of the "Boonpring Makmur Sejahtera" Cooperative in participating in training and mentoring, relating to online marketing and business bookkeeping.

## **RESULTS AND DISCUSSION**

### **Giving Motivation**

In this work program, we invited one of the psychology faculty lecturers, Mr. Renaldi, to motivate the cooperative members. We carried out this activity on Saturday, November 22, 2020 offline at the home of the head of the "Boonpring Makmur Sejahtera" Cooperative, Abah Samsul. There were 6 members of the cooperative who came and to evaluate the results of the counseling, we held a posttest. The motivation given by Mr. Aldi was able to inspire the management and members of the "Boonpring Makmur Sejahtera" Cooperative not to give up on the situation and not to give up because of the pandemic. Pak Aldi emphasized that the management and members of the "Boonpring Makmur Sejahtera" Cooperative should instead be able to inspire enthusiasm for their families and the communities around them (TOSHEVA & DICHOVSKA, 2018).

### **Online marketing training with social media**

This online marketing training is a continuation of the online marketing webinar. The online marketing chosen to be trained are two applications, namely Whatsapp Business and Instagram Business (Schwarzl & Grabowska, 2015) to be taught to Cooperative members "Boonpring Prosperous Prosperity". The purpose of this training is to open up the potential sales of wood & bamboo crafts to the national market with the help of e-commerce. This training is online by including a training module that we send to partners using go-send. We have carried out the activity on June 12, 2021 and was attended by 6 people.

In supporting the online marketing of the "Boonpring Makmur Sejahtera" Cooperative's products, the service team together with the Pandemiaka team carried out a rebranding for the "Boonpring Makmur Sejahtera" Cooperative. The rebranding includes changing the logo, creating a catalog and improving the packaging. The management and the women who are members of the wood & bamboo craftsman cooperative also don't have an idea about the logo, so the community service team with the Pandemiaka 2 Group helped create the logo. The new logo for the "Boonpring Makmur Sejahtera" Cooperative was designed based on the tastes of the cooperative members themselves and has been negotiated with members until mature. With an attractive logo, it will certainly attract customers' attention to see the products of wood & bamboo craftsmen from the "Boonpring Makmur Sejahtera" Cooperative. Logo is able to introduce wood craftsman products.

### **"Boonpring Makmur Sejahtera" Cooperative Offline and Online Bazaar**

The management and members of the "Boonpring Makmur Sejahtera" Cooperative want an offline bazaar even though they maintain strict health protocols. The offline bazaar was held with the dedication team and Pandemiaka. The offline bazaar is held at the Malangan souvenir shop and mall. Meanwhile, the online bazaar is carried out with open orders for the products of the "Boonpring Makmur Sejahtera" Cooperative which are offered online.

### **Mentoring Activities**

To ensure that the management and members of the "Boonpring Makmur Sejahtera" Cooperative can adapt to online marketing, the Devotion and Pandemic Team continues to assist them in managing online marketing accounts, both with social media and with e-marketplaces. The Devotion Team and the Pandemic Team continuously provide consultation and guidance in case of difficulties in online marketing. The Devotion Team and the Pandemic Team also continue to help promote the products of the "Boonpring Makmur Sejahtera" Cooperative online and offline, one of which is by exhibiting the products of the "Boonpring Makmur Sejahtera" Cooperative at the CSE Gallery. For 1 month of assistance in online marketing, the management and members of "Boonpring Makmur Sejahtera" have been able to manage online marketing operations. Currently, online sales of products from members of the "Boonpring Makmur Sejahtera" Cooperative have been running, orders from social media and e-market places are starting to increase.

### **Evaluation**

The evaluation of the results of the service was carried out online on June 23, 2021. The evaluation was carried out through a meeting with the service team participants, the pandemic team, management and members of the "Boonpring Makmur Sejahtera" Cooperative. The management and members of the "Boonpring Makmur Sejahtera" Cooperative are very enthusiastic about participating in this service activity, because the management and members of the cooperative feel: Feeling motivated to be creative and productive despite the pandemic and feel they have a responsibility to become agents of empowering the surrounding community. Increase knowledge and skills in online marketing and practical application-based bookkeeping. Assistance activities have not been optimal due to limitations during this pandemic. Even though partners need intense face-to-face assistance to be able to do online marketing and practical application-based bookkeeping. The next service, partners want assistance in product development again.

## **CONCLUSIONS**

Service activities at the "Boonpring Makmur Sejahtera" Cooperative have fostered enthusiasm for the Management and members of the "Boonpring Makmur Sejahtera" Cooperative not to give up on difficulties during the pandemic, and even dare to rise up to become agents of empowering the surrounding community. The management and members of the "Boonpring Makmur Sejahtera" Cooperative are very enthusiastic about participating in training and assistance regarding online marketing and practical application-based bookkeeping. Participants can understand the importance of business bookkeeping to know the development of their business. The online marketing and application-based practical bookkeeping training was well followed by the management and members of the Cooperative because they were given very simple and easy-to-understand explanations which could eventually be implemented by the trainees.

This service needs to be continued again in the next period, because there are many partner problems, in addition to motivational issues to advance and develop, inventory management and financial management (HPP calculations), including marketing, product development/innovation and human resources. ROE as a determinant of financial distress has the highest contribution of 48.2%. These results indicate that profitability is the most important aspect of assessing Islamic banks' financial performance. The greater the profitability value, the Islamic bank is considered healthier, and the continuity of its operational activities is guaranteed.

The Service Team has not performed optimally or is still very limited in carrying out activities due to the Covid-19 pandemic. In our opinion, mentoring activities will be more optimal if the Service Team meets face to face compared to when using online because of limited interaction, some partners have difficulty and lack of focus.



## REFERENCES

- Bragg, M. A., Eby, M., Arshonsky, J., Bragg, A., & Ogedegbe, G. (2017). Comparison of online marketing techniques on food and beverage companies' websites in six countries. *Globalization and Health*, 13(1). <https://doi.org/10.1186/s12992-017-0303-z>
- Puspitasari, S. M., Ursila, J., Rahman, R. A., Solekha, S., Nisa, W., & Mikro, U. (2021). Pendampingan Pembukuan Sederhana bagi UMKM di Fajar Bakery. *ECOBUS : Economy and Business*, 1(1).
- Schwarzl, S., & Grabowska, M. (2015). Online marketing strategies: The future is here. *Journal of International Studies*, 8(2). <https://doi.org/10.14254/2071-8330.2015/8-2/16>
- Suparwoko, Ir. MURP PhD, 2015. Creative Economy Development Paper As a Driver of the Tourism Industry. Department of Architecture, Faculty of Civil Engineering and Planning. Indonesian Islamic University – Yogyakarta.
- Tolstoy, D., Nordman, E. R., & Vu, U. (2022). The indirect effect of online marketing capabilities on the international performance of e-commerce SMEs. *International Business Review*, 31(3). <https://doi.org/10.1016/j.ibusrev.2021.101946>
- TOSHEVA, E., & DICHOVSKA, M. A. (2018). EXPLORING ENTREPRENEURIAL MOTIVATIONS AND BARRIERS: A STUDY OF WOMEN BUSSINES OWNERS IN THE REPUBLIC OF MACEDONIA. *Annals of "Constantin Brancusi" University of Targu-Jiu. Economy Series*, 6.
- Wheny Kristianto, 2008. Opportunities and Challenges of Creative Industries Indonesia. *Journal of Business and Management* Vol. 5 No.1 Pg. 33-37.