



Optimizing Branding and Digital Marketing for the Bamboo Weaving Home Industry in Puntukdoro Magetan

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ABSTRACT

Background: Bamboo weaving crafts in Ngelo Hamlet, Puntukdoro Village, Magetan Regency, are a cultural heritage that has developed over a long period of time and has become the main source of livelihood for the local community. Despite their high aesthetic and functional value, the marketing system used is still traditional and dependent on intermediaries, resulting in low selling prices and limited market reach. This situation highlights the need for community empowerment strategies that can optimize local assets through digital-based marketing and branding approaches.

Contribution: This program contributes to the development of an Asset Based Community Development (ABCD) model that is integrated with digital marketing and village branding. In addition to strengthening the identity of Ngelo Hamlet as the "Bamboo Weaving Village," this program also provides practical digital marketing skills to artisans that can be replicated in similar craft communities.

Method: This community service program was implemented using the ABCD approach through five stages, namely inculturation, discovery, design, define and reflection. The main activities included digital marketing training, branding development, and promotional media production. Social media platforms such as Instagram, TikTok, and YouTube were used as the main marketing tools, supported by the production of a village profile video titled Cakrawala Puntukdoro.

Results: The program results show an increase in artisans' awareness and understanding of digital marketing, expanded product exposure to a wider market, and the beginning of direct interaction between artisans and consumers. However, limited digital literacy and the short duration of assistance remain major challenges.

Conclusion: The integration of branding and digital marketing based on the ABCD approach has been proven to increase the competitiveness and economic potential of the bamboo weaving home industry in Puntukdoro Village. Continuous support from the village government, academics, and business actors is needed to ensure the long-term impact and sustainability of local economic development.

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INTRODUCTION

Puntukdoro Village is one of the administrative areas in the District Plaosan, Regency Magetan, East Java, Indonesia. This village consists of over five hamlets, namely Ngrejeng Hamlet, Ngelo Hamlet, Prendetan Hamlet, Klaten Hamlet, and Ndoro Hamlet. Most of public Puntukdoro eyed livelihood as farmers and planters, in addition manage various industry home like craft hands, trade, and business based factory small [1]. Potential source Power abundant nature, especially bamboo, giving opportunity significant economic for community. Bamboo does not only utilized as a building material, but also as material standard equipment House stairs and crafts, opening room for development sector business based creativity society [2].

Craft woven bamboo occupy position strategic as product featured area Because own friendly characteristics environmental, sustainable, and artistic. Diverse product made from bamboo start from baskets, furniture, to accessories House own Power pull high aesthetics and sought after by consumers who appreciate craft hand at a time care to sustainability environment. As the increasing global awareness of use eco-friendly products, market for product woven bamboo the more show positive growth [3].

In context modern economics, marketing hold role important as a social and managerial process that enables individual and group get what they need and they want through creation, offering, and exchange mark with party others[4]. With Thus, marketing No can equalized with activity sale solely because its coverage Far more broad and fulfillment-oriented need consumers. Implementation of appropriate marketing strategies required for the product craft bamboo capable compete in an increasingly competitive market competitive.

Ngelo Hamlet known as center craft bamboo in Puntukdoro Village Because part big its population profession as craftsmen [5]. Although industry This own potential great economy and opportunity For expand range marketing, found a number of obstacles, such as limitations market access and low capacity entrepreneurship society. Marketing process during This Still done in a way traditional and individual, or through collectors, which results in low mark sale and limited market reach up to to outside the Magetan area.

Utilization of digital media in marketing, in essence nature interactive Because allows two-way communication between perpetrator businesses and consumers, has not been optimally implemented by craftsmen. This due to limitations digital literacy, especially in groups 30–60 year olds dominate population craftsmen in Ngelo Hamlet. As a result, the products craft bamboo Not yet get adequate market exposure.

Ngelo Hamlet branding efforts as "Bamboo Weaving Village" step strategic For increase Power competitive and improve mark economy society. This branding No only display skills inherited tradition cross generation, but also emphasizes commitment community to preservation environment. Every products produced reflect creativity and dedication craftsmen so that interesting for consumer local and tourists. More far, branding the potential develop tour education based craft through experience direct Study weaving bamboo as well as enjoy culture and landscape natural local. With approach This is Ngelo Hamlet No only strengthen image and marketing product bamboo, but also increases identity social and welfare public in a way sustainable

METHOD

Devotion public This use approach *Asset Based Community Development* (ABCD) as framework main empowerment. The ABCD approach is oriented towards development public based strength (*asset-based*) with utilise potential local as center changes [6]. Different with approach based deficit, ABCD does not leave from lack or limitations society, but rather from capacity, skills, resources Power nature, value culture, and social capital that has been owned. The basis This chosen Because problems that arise in Ngelo Hamlet not on no availability asset For development economy, but not yet optimally management existing assets, especially related marketing, digital literacy, and utilization technology. With Thus, ABCD is relevant approach For push independence public based identity and power local [7].

Implementation ABCD method in community service program This consists of of five stages systematic and mutually reinforcing continuous. Stage inculturation done through observation field, approach social, and interviews beginning with craftsmen For build relationships and trust. The discovery stage focuses on identifying and mapping asset society that includes availability material standard bamboo, skills weaving, value culture, networking perpetrator business, as well as opportunity tour area. The design stage produces work program formulation asset - based empowerment namely, improvement capacity digital marketing and branding strengthening. Next, the define stage is stage implementation of the program in which done training digital marketing, creation social media content, mentoring promotion product woven bamboo via Instagram, TikTok, and YouTube, as well as profile video production village Horizon Puntukdoro to strengthen Ngelo Hamlet identity as "Bamboo Weaving Village." Stage final that is, directed reflection For evaluate achievements, obstacles, and sustainability of the program through discussion together craftsmen, devices village, as well as team devotion.

RESULTS AND DISCUSSION

1. Inculturation

Puntukdoro Village located with beautiful on the slopes Mountain Lawu, surrounded by beauty charming nature and cool atmosphere. This village is A a place where traditions and beliefs life side by side in a way harmonious, creating a community rich in spiritual values. Puntukdoro Village known will its diversity in religious beliefs. Here, tolerance and harmony among public become runway strong and strengthening bond social. Various religious and cultural rituals held on a regular basis, reflecting diversity living belief in harmony [8]. In Puntukdoro Village There are 5 hamlets, namely Ngrejeng, Ngelo, Prendetan, Klaten and Ngoro, which are in each hamlet have riches source Power nature and wealth source Power human beings who have the advantages of each[9].

For get more information deep about the woven village bamboo in Ngelo Hamlet, we held a series interview deep with the craftsmen. In the interview Here, we focus on digging various aspects, such as technique creation, challenges faced in the production process, as well as hope they for the future industry woven bamboo in the hamlet this. Through conversation direct this, we hope can catch stories and experiences of craftsmen who have contribute to uniqueness and sustainability hamlet This.

After done interview with the craftsmen, obtained information that one of riches natural the largest owned by Ngelo Hamlet is availability tree very abundant bamboo. Almost every House resident own access to material standard bamboo, so that public can process it in a way independent without depend on supply from outside area. Abundance This make Ngelo Hamlet as one of the center production woven bamboo scale large, where the production process done

in a way home at a time become activity economy main for part big family. Condition fertile nature participate support growth bamboo in a way sustainable so that No hamper the production process from time to time [10].

Skills process bamboo growing in Ngelo Hamlet is not skills new, but rather results wisdom inherited local in a way hereditary. Knowledge about technique select, cut, separate fiber, and form pattern woven has controlled by the community since long and continue inherited between generation. This is make results product woven bamboo No only worth functional, but also contains mark distinctive arts and culture. For society local, activities weaving No just activity economy, but rather part from identity inherent culture strong in life social they.

Woven bamboo produced by Ngelo Hamlet craftsmen own uniqueness that reflects Work hard work, creativity, and skills hand society. Every product reflect beauty natural around, start from natural fiber motifs until pattern artistic creations through manual skills. This become Power pull alone for visitors and buyers, both from in and outside area. Not infrequently traveler made amazed by the craftsmen 's dexterity in process bamboo become work art worth high. With thus, the craft woven bamboo No only give benefit economy, but also strengthens image culture and pride collective Ngelo Hamlet community as a producing village woven bamboo [11].



Figure 1 : Inculturation with Craftsman Woven bamboo

Puntukdoro Village, nature, culture, and spirituality united in amazing harmony. Friendly people and peaceful environment make village This ideal place for feel peace and wealth culture on the slopes Mountain Lawu [12].

2. Discovery

At the stage this, we are looking for know as well as dig up assets that have been owned reached Ngelo Hamlet. Discovering the Past Most approach asset based start up with a number of method For uncovering (discovering) things things that make it possible success and resilience in the community up to the condition Now this. Industrial business home woven bamboo in Ngelo Hamlet appear from grandma's time ancestors as response to potential source Power abundant nature (bamboo) and needs For increase welfare public village. Puntukdoro Village especially Ngelo Hamlet which is located in a rich area plant bamboo, become ideal place for develop craft woven. Since beginning, business This appear since ancient times by grandmother ancestors who have skills tall in process bamboo become valuable products art and function. Home industry This walk from generation to generation next and still awake. In

Ngelo Hamlet Alone every House fulfil need economy with make woven bamboo, I don't know as source income main and only as income side.

Placing natural resources into woven bamboo crafts offers several key advantages. One is sustainability, as bamboo is an abundant natural resource in Ngelo Hamlet. Furthermore, woven bamboo possesses natural beauty and strength, making it ideal for a variety of products. Each product often reflects the cultural values and craftsmanship of the artisan, adding value not found in mass-produced products. However, the industry also faces several challenges, such as competition from mass-produced products and the need to maintain quality and unique designs. Effective marketing and the use of digital technology can help overcome these challenges and promote bamboo weaving and the bamboo weaving village to a wider audience.

3. Design

Stage furthermore is design stage, stage This is advanced from discovery stage. The design stage is stage identify opportunities and realize strength positive that will developed [13]. At this stage This make design Work through the program that will done together party related [14]. At the stage this, grouping and utilization asset aim For form track direct going to achievement vision or picture of the future. After asset identified, important for community For know the assets they have have. With thus, they will realize potential possible positives Not yet they know in the village they. The results of stage This is plan work based on what can be done quick done based on available assets, not on what can be carried out by the party outside.

Marketing challenges for bamboo weaving often stem from a lack of exposure and access to a wider market. Although woven bamboo products hold significant potential as part of a rich cultural tradition and possess both aesthetic and functional value, many artisans face difficulties reaching consumers beyond the local market. This is exacerbated by limitations in the use of technology and digital platforms to promote their products. Furthermore, a lack of knowledge about *branding* and digital marketing strategies makes it difficult for artisans to compete with more popular products in the global market. As a result, despite the high quality and uniqueness of woven bamboo products, their potential for revenue and market growth is not maximized. With this information, communities can plan initial steps to market their products digitally and develop strong *branding*. This allows them to promote their village as a center for bamboo weaving, increasing their visibility and appeal online. To optimize the branding and digital marketing of Ngelo Hamlet as a bamboo weaving village online, several steps can be taken Table 1:

a. Digital Marketing

Table 1. Optimize the branding and digital marketing of Ngelo Hamlet

Target	Users of social media platforms such as Instagram, Tiktok, and YouTube
Time	Saturday, July 27, 2025
Activity Description	Digital marketing is a program aimed at helping bamboo weavers by marketing or promoting their products through social media platforms such as Instagram, TikTok, and YouTube. Creating content promoting Ngelo Hamlet as the "Bamboo Weaving Village" can be a tourist attraction because this hamlet has a lot of potential for development. Furthermore, the proximity of Ngelo Hamlet to the tourist attractions of Telaga Sarangan and Telaga Wahyu can be utilized as a marketing strategy. By linking bamboo craft promotions with popular tourist destinations, this can

increase the appeal and marketing reach of bamboo weaving products through an integrated marketing strategy that utilizes the potential of tourist destinations as a channel to attract more visitors and customers. By creating content related to the manufacturing process and the stories of the craftsmen, and building emotional connections with customers. By utilizing social media platforms as a digital marketing tool, it is hoped that it can reach a wider community and make Ngelo Hamlet known as the "Bamboo Weaving Village."



Figure 2 : TikTok Launching of Bamboo and Wood Crafts from Puntukdoro Village

- b. Branding of Ngelo Hamlet as a Bamboo Weaving Village through a village profile video entitled "Cakrawala Puntukdoro".

Table 2. Branding of Ngelo Hamlet as a Bamboo Weaving Village through a village profile video

Target	Cyber society
Time	Monday, July 22, 2025
Activity Description	Ngelo Hamlet as a Bamboo Weaving Village to the online community through a village profile video entitled "Cakrawala Puntukdoro " combining the richness of tradition and diversity that exists in Puntukdoro Village. This video shows how the village community harmoniously combines traditional values with modern thinking, creating an inclusive and adaptive community to changing times. "Cakrawala Puntukdoro " not only shows the natural beauty and weaving skills, but also shows how moderation plays an important role in maintaining social and cultural balance. With this approach, the video becomes a powerful <i>branding tool</i> , arousing curiosity and attracting the attention of tourists and investors who are looking for destinations with unique and sustainable values.

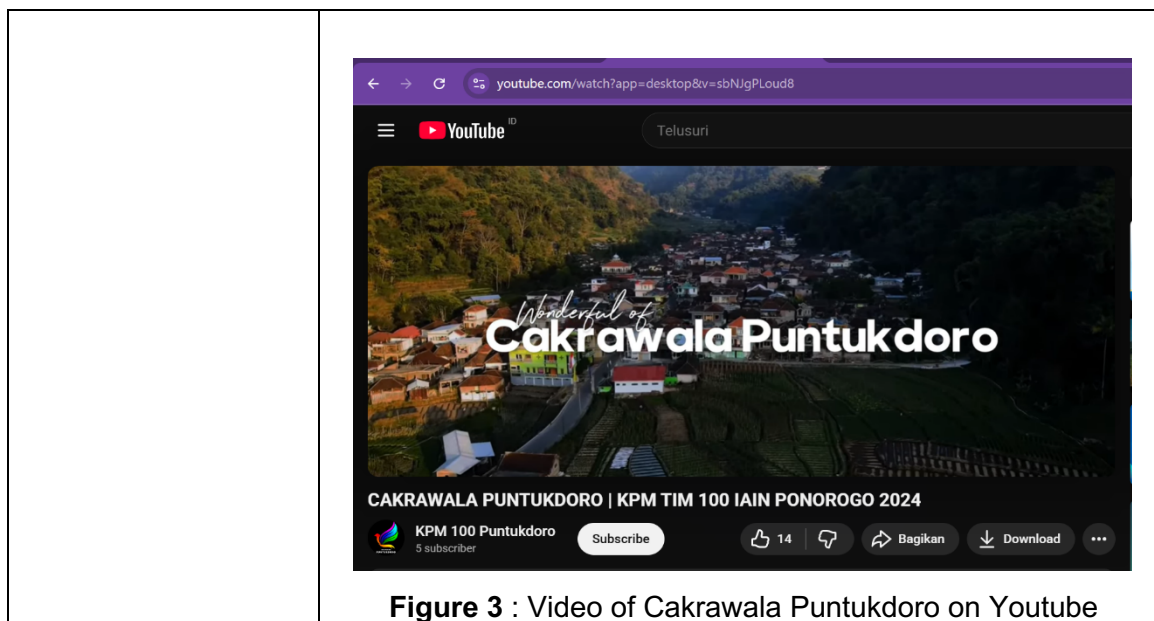


Figure 3 : Video of Cakrawala Puntukdoro on Youtube

4. Define

Stage main in implementation ABCD model of devotion is define phase, namely implementation of existing programs designed at the stage design [15]. At this stage this, we do A discussion in something community, together do mapping assets owned by Ngelo Hamlet. On this occasion this, the selected activity is market woven bamboo through digital platforms with method make content about woven bamboo and promoted through social media. Content created covers history, traditions and production processes woven bamboo. With strength digital marketing, woven market can reachable more wide.

In addition, the branding of " Bamboo Woven Village " in Ngelo Hamlet, Puntukdoro Village done through profile video creation village entitled " Cakrawala " Puntukdoro ". Profile video village the done with documenting the manufacturing process woven bamboo and show off riches source Power nature that exists in Puntukdoro. With method This is Ngelo Hamlet can introduced to the virtual world as well as event promotion that there is a weaving village bamboo on the slope Mountain Lawu specifically is in Ngelo Hamlet, Puntukdoro Village, District Plaosan, Regency Magetan.

5. Refelection

Stages This is step the last one that aims as action carry on For know to what extent the ABCD method brings impact changes [16]. Evaluation implementation activity aim For know to what extent are the people of Ngelo Hamlet? capable introduce and promote craft woven bamboo so that it can known more many people. Stage evaluation covers overall results implementation activities, start from identification problems faced by the perpetrator industry home until implementation practice direct marketing through social media. Success profile video creation " Cakrawala" village Puntukdoro" in increase potential weaving village branding and development industry woven bamboo was also evaluated, including ability public in utilizing social media such as Instagram, Tiktok and YouTube for branding and marketing.

Optimization branding and digital marketing provide impact positive to improvement visibility product woven bamboo in Ngelo Hamlet. Implementation promotion through social media platforms like Instagram, TikTok and YouTube show existence improvement involvement

audience, which is reflected from increase amount followers, level interactions (likes, comments, and messages directly) and increasing exposure content promotions. In addition, some craftsmen start accept order in a way direct through online media, which indicates openness new market access and reduced dependence to system marketing conventional based collectors. Findings This in line with research that states that digital marketing play a role significant in expand market reach and increase opportunity sales based on MSMEs craft local [17].

From the branding aspect, strengthening Ngelo Hamlet identity as "Bamboo Weaving Village " through a profile video village Horizon Puntukdoro contribute to improvement awareness brand awareness. The visual media functioning as means communication strategic capable represent mark culture, production process traditional, as well as principle sustainability inherent in crafts bamboo. Narrative integration culture and visualization product in one proven branding media effective in build image collective village, at the same time strengthen position product woven bamboo as part from economy creative based wisdom local [18].

Although Thus, the results reflection show existence a number of limitations in program implementation, especially related with level digital literacy of craftsmen. Most of them perpetrator industry Still experience difficulty in manage social media accounts in a way independent, creating content consistent promotions, as well implementing a responsive digital communication strategy to consumers. Conditions This in line with findings various studies devotion society that affirms that low digital literacy becomes challenge main in implementation digital marketing in the community based industry home [19]. Therefore that, in the next program iteration required approach strengthening more capacity systematic and sustainable.

The sustainability of the program becomes aspect crucial in ensure impact term long from optimization branding and digital marketing. The branding of "Kampung Anyaman Bambu" is necessary integrated to in planning development village and synergized with the MSME development program, tourism village, as well as economy creative local. Support sustainable from government village, college high, and stakeholders interest other required in form mentoring advanced, promotional media management in a way collective, as well as evaluation periodically to performance digital marketing. Approach collaborative This in line with draft empowerment based assets (ABCD) which emphasizes importance sustainability and independence community in development economy local [20].

CONCLUSION

Puntukdoro Village, especially Ngelo Hamlet, has potential big economy through development craft woven valuable bamboo aesthetic, functional, and based inheritance culture. However, the potential the during This Not yet fully optimized Because public face limitations in access marketing and capabilities entrepreneurship. System marketing traditional that still depends on individual sales and collectors cause low price sale and limited market reach so that product craft Not yet get mark maximum economy.

Implementation method *Asset Based Community Development* (ABCD) in activity devotion public proven relevant and effective in overcome problem said. With utilise asset local in the form of availability material standard bamboo, skills passed down from generation to generation of craftsmen, as well as social capital community, intervention strengthening marketing can done without ignore identity culture community. Integration of digital marketing strategies through utilization of social media as well as strengthening Ngelo Hamlet branding as " Bamboo Weaving Village " approach strategic For increase exposure product to a bigger market wide at a time interesting attention tourists and potential investors.

The results of the program implementation show improvement awareness and understanding public about the importance of digital marketing and branding in face competition industry creative. Even though however, still found constraint in the form of limitations time mentoring and low partial digital literacy perpetrator business, so that required mentoring further continuation intensive For reach optimal results.

In a way overall, development digital marketing and branding in Ngelo Hamlet potential expand visibility and increase Power competition product woven bamboo, and give benefit economy term long for community. The sustainability of the program is greatly influenced by collaboration and support sustainable from various parties, including government villages, academics, and actors industry creative, so that empowerment public based potential local can Keep going develop in a way independent and sustainable.

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