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Commercialization of  
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## Commercialization of Handicraft Products from Water Hyacinth in Aren Handicrafts

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### ABSTRACT

The objectives of this activity are: online promotional assistance through social media and e-commerce and product innovation assistance through the creation of unique and attractive new products. The approach methods offered to solve partner problems consist of surveys, interviews, online promotion assistance, product innovation assistance, monitoring and evaluation. Based on the results of the PKM implementation, several informants said that the product was quite interesting because there were not many businesses that could make handicrafts made from water hyacinth. The business capital is IDR 5,000,000. The price of the product depends on the type of product, baskets of water hyacinth are priced at 55,000-65,000 while palmcates cost 1,000-30,000. The marketing area for water hyacinth products is the local area of Jember, namely the area around the sub-districts of Bangsalsari, Umbulsari, Balung, Puger and its surroundings. The scope of online marketing covers all regions of Indonesia. Promotion through online media such as Instagram, TikTok, website and marketplace Shopee, Bukalapak. The form of product innovation from Aren Handicraft varies from new product innovations such as tissue holders and several products to photo props and hampers.

Keywords: Product Commercialization, Product Innovation, Water hyacinth



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### INTRODUCTION

MSME business opportunities are unlimited, any field has the potential to become an MSME business despite the Covid 19 outbreak as long as MSME players have lots of creative ideas, expertise and skills that can be sold online and offline. Meanwhile, the current challenge for MSMEs is competition that must be faced by producing a variety of innovations and services in order to continue to survive in the local market, and also be able to compete in the international market (Marlinah, 2020). However, the current challenge for MSMEs is related to sub-optimal product innovation, many MSMEs cannot innovate products due to limited skills they have, besides that their access to the market is also very weak. The crucial factor that challenges MSMEs from a marketing perspective is the weakening of access to product marketing, which still relies on simple mouth-to-mouth marketing methods. Haven't used social media or internet networks as a marketing

tool. In terms of quantity, it has not been able to involve more workers because of the limited ability to employ employees with special qualifications (Elwisam & Lestari, 2019).

They rarely use waste for SMEs. Waste that pollutes the environment actually has the potential to be recycled so that it becomes a product that can be used for daily needs (Subramaniyam & Vimala, 2012). Waste from water hyacinth is considered a weed because it is a type of plant that grows tall, spreads easily and can have a negative impact on the aquatic environment. The presence of water hyacinth in the water makes it difficult for sunlight to penetrate the water and reduces oxygen levels in the water. The water hyacinth bag industry has been developed in Indonesia, such as in Lamongan Regency, which has a good market, but several alternative strategies need to be implemented, namely; marketing products through information technology, product diversification, working with the government and local distributors (Yaskun & Hidayat, 2018).

Attempts have been made to eradicate this aquatic weed, but have never been successful because the plants grow faster than they are exterminated. For populations with high yields and less optimal control, it is necessary to use water hyacinth, especially fiber water hyacinth. The strong nature of fiber makes water hyacinth have its own potential. The chemical composition of water hyacinth fiber itself is 60% cellulose, 8% hemicellulose and 17% lignin (Putera, 2012).

One of the potentials in the tutul village area needs to be developed in the form of factory waste so it doesn't become waste. Water hyacinth can be used for handicraft products that have economic value. Aren Handicrafts are SMEs engaged in handicrafts, with the products they produce, namely products made from wood, waste, water hyacinth and rattan. One of the superior products of Aren Handicraft is a product made from water hyacinth which has not been commercialized in the market and is not well known by the public, therefore this product needs to carry out product commercialization with innovation and promotion.

In supporting economic growth and increasing the competitiveness of the national economy in the current and future era of globalization, it is necessary to prepare standardization of creative industry products so that people's rights can be protected. Because the standardization of creative industry products can be a tool to encourage the achievement of competitive advantage through increasing industrial efficiency and productivity. In addition, standardization can also be an antidote to imported products. On the other hand, standardization of creative industry products can also limit creativity. However, not all of the standardization and certification referred to in this article can hinder creativity, instead it will protect creative industry producers themselves so that their products are not copied by other parties. In addition, consumers and the government also need guarantees that the products, processes and systems used in the creative industries have met the standardization requirements that have been determined (Prasetyo, 2017), so in this case the commercialization of products is very important for the sustainability of products from SMEs. The objectives of this activity are (1) Online promotion assistance through social media and e-commerce (2) Product innovation assistance, through the creation of unique and attractive new products.

## **METHODS**

From the problems above, there are several solutions offered through the following stages. *The first stage*, carrying out a survey of partners to see the condition of the partner's business. *The second stage*, conducting interviews with partners to explore various business problems and gather various information related to the business. *The third stage*, online product promotion assistance. *The fourth stage*, product innovation assistance. *Stage five*, monitoring and evaluation.

The approach method offered to solve partner problems consists of the following steps:

1. Surveys

1. Survey activities will be carried out to see the condition of the partner's business.
2. Interview  
The purpose of the interviews is to gather information regarding partners' problems and at the same time find solutions.
3. Online Promotion Assistance  
Promote products through online media and e-commerce
4. Product innovation assistance
1. Perform product innovation such as creating new products
5. Monitoring and evaluation  
Monitoring and evaluation activities will be carried out periodically until partners can produce innovative products and good promotion so that the targets and outputs of this program can be achieved.

## RESULTS AND DISCUSSION

### Survey Activities

Initial preparation before conducting interviews with water hyacinth business actors in Tutul Village, Jember Regency, was a survey. Survey activities were carried out with the aim of seeing the initial conditions of the business, this activity also aims to prepare community service programs, and aims to collect business-related data and information.

The survey activity was carried out on May 1 2022, the survey findings revealed that the business was underdeveloped due to lack of promotion and constrained by product innovation. The survey activity also resulted in a series of community service program arrangements which were subsequently discussed by partners and community service program implementers. The following is the result of a survey activity documentation on water hyacinth entrepreneurs with Aren Handicraft partners in Tutul Village, Jember Regency.



Figure 1 Survey Activities of Water Hyacinth Handicraft Business Actors  
Source: Data processed, 2022

### Interview Activity

The second step in implementing the community service program is the interview activity. Interviews are needed to dig up information related to the business at Aren Handicraft, the

information that is extracted is in the form of business identity, capital and turnover, number of workers, selling prices, services, marketing areas.

The interview activity was carried out on May 1 2022, the results of the interview showed that this business had many problems, in terms of innovation it was still simple. Besides that marketing is limited. The product is quite interesting because there are not many businesses that can make handicrafts made from water hyacinth, so assistance to business actors is needed so that actors can produce more attractive and more independent products and of course have competitiveness.

**Table 1. Results of Data Collection**

No.	Informant	Information
1.	Eko	The product is quite interesting because not many businesses can make handicrafts made from water hyacinth
2.	Devi	This business capital is IDR 5,000,000 excluding land and buildings, the business turnover per month is around IDR 1,500,000 but it does not rule out the possibility of increasing along with the number of customers.
3.	Marta	The price of the product depends on the type of product, baskets of water hyacinth are priced at 55,000-65,000 while palcemates cost 24,000-30,000.
4.	Desi	The marketing area for water hyacinth products is the local area of Jember, namely the area around the sub-districts of Bangsalsari, Umbulsari, Balung, Puger and its surroundings. The scope of online marketing covers all regions of Indonesia.
5.	Imam	Promotion through online media such as Instagram, TikTok, website and marketplace Shopee, Bukalapak
6.	Mustar	The form of product innovation from Aren Handicraft varies from new product innovations such as tissue holders and several products to photo props and hampers.

Source: Results of data processing, 2022

### 1. Business Identity

So far, water hyacinth has been considered a plant that provides many losses because water hyacinth has a very fast and uncontrolled vegetative reproduction rate, especially in the tropics and subtropics, so that many waters, especially fresh waters, are covered by water hyacinth (Suryono, 2017). This plant originates from Brazil and was first imported to Indonesia through the Bogor Botanical Gardens in 1894 as a nuisance plant. Now water hyacinth is a weed and damages the aquatic environment. Research says in two months it can grow up to one square meter. To overcome the relatively massive growth and spread of water hyacinth, various methods have been implemented so that this plant can be utilized as a product of economic value (Retnoningrum, 2014), (Tangio, 2014), (Utomo, Primastuti, & Purbasari, 2013). Initially it was an ornamental plant that was loved because its purple flowers were very attractive to decorate ponds like lotuses. However, due to its very fast and uncontrolled growth, this is what causes water hyacinth to have the potential to be used (Nugroho, Daru, & Adhiwibowo, 2014). One of the locations where the abundant growth of water hyacinth is in Tutul Village, Balung District, Jember Regency, East Java Province. One craftsman who uses this water hyacinth plant is Aren Handicraft with owner Eko Hadi Purnomo. The location of this business is in Krajan Hamlet, RT.03/RW.08, Tutul, Kec. Balung, Jember Regency, East Java 68161. The location that he chose

to be his offline location is in a strategic area and is very affordable, because the location of the gallery besides being in a residential area is also in front of the road and close to the center of the Balung sub-district. The location of this business is strategic.

## 2. Business Capital and Turnover

Turnover is the amount of money from the sale of certain goods (commodities) during a sales period. The money you get has not been deducted from HPP and costs (electricity, water, salaries, equipment, etc.). It can be said that turnover is the gross profit or gross income generated by your business. Meanwhile, profit is the company's net income or the amount of money you make from sales in a certain period that has been reduced by HPP and costs. It can also be said as net profit or net income. From this understanding, it can be distinguished, that turnover and profit are different things, so if an entrepreneur talks about his turnover, it does not mean that it is profit or profit. This business capital is IDR 5,000,000 excluding land and buildings, the business turnover per month is around IDR 1,500,000 but it does not rule out the possibility of increasing along with the number of customers.

## 3. Price

Price is an exchange rate that can be equated with money or other goods for the benefits derived from an item or service for a person or group at a certain time and a certain place. The term price is used to assign a financial value to a product or service. Usually the use of the word price is in the form of a nominal digit, a number against a currency exchange rate that shows the high or low value of a quality of goods or services. In economics, price can be associated with the sale or purchase value of a product or service as well as a variable that determines the comparison of similar products or goods. The price of the product depends on the type of product, baskets of water hyacinth are priced at 55,000-65,000 while placemates cost 24,000-30,000.

## 4. Marketing Area

Marketing is about building relationships with customers and creating value for customers. Understanding customer needs is the earliest step in the marketing process which is then followed by setting goals and efforts to win, retain and grow customers. One thing is certain, marketing cannot be carried out sectorally, but with the collaboration of all parts of the organization because marketing is closely related to the type and quality of products, prices, procedures, communications, customer service, and partnerships. The marketing area for water hyacinth products is the local area of Jember, namely the area around the sub-districts of Bangsalsari, Umbulsari, Balung, Puger and its surroundings. The scope of online marketing covers all regions of Indonesia.

## 5. Promotion

Promotion is an attempt to notify or offer products or services with the aim of attracting potential customers to buy or consume them. With the promotion, manufacturers or distributors expect an increase in sales figures. Promotion is an activity in offering a product through various media, such as online media and offline media. After carrying out online promotional assistance through social media such as Instagram and Tiktok, there was an increase in the sales scale, from selling only 30 pcs per month, it increased to 50-100 pcs per month, especially placemate products from water hyacinth. The following is the media used for online promotion assistance, from the beginning marketing on the marketplace got 3 stars with online promotion assistance, the review rating increased to 4-5 stars.

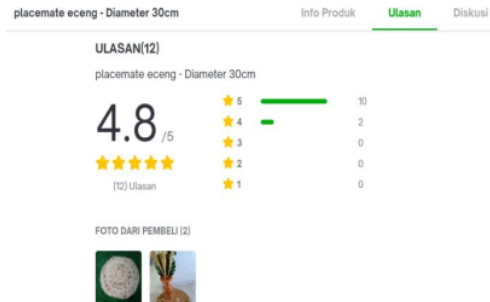


Figure 2 Promotion Through Social Media and Marketplace  
Source: Data processing, 2022

### Product Innovation **3**

Thompson in (Hurley & Hult, 1998) provides a definition that innovation is a broader concept that addresses the application of new ideas, products or processes. Innovation as a mechanism for companies to adapt in a dynamic environment, therefore companies are required to be able to create new thoughts, new ideas and offer innovative products and improve services that satisfy customers.

On the other hand product innovation is defined as the process of using new technology into a product so that the product has added value. Innovation can be done on goods, services, or ideas received by someone as something new, so that an idea may have appeared in the past, but it can be considered innovative for consumers who just found out about it. Often people think that by innovating something,

someone has made positive changes that lead to progress. The form of product innovation from Aren Handicraft varies from new product innovations such as tissue holders and several products to photo props and hampers.



Source: Data processed, 2022

### **1** CONCLUSION

The community service program runs well and smoothly, promotional assistance and product innovation that has been proposed have succeeded in making partners more independent, promotional assistance has made partners more competitive and able to expand the market. This activity received full support from this business group, because it succeeded in providing new ideas in terms of providing promotion and product innovation.

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