



Development of Creative Industry Eco-Print as an Effort to Improving the Quality and Productivity Business Business Hand Craft Shans's Craft in Medan

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Abstract. With creativity, items that have no value and are often considered trash can be turned into a product with high economic value, for example leaves. Shanti Permatasari as a creative industry player for home handicrafts created by Shan's Craft uses leaves as raw materials to make various products using the Eco-print technique. Eco-print is a method of coloring and printing natural motifs on fabrics that utilizes leaves or flowers that grow in the yard as a substitute for chemical liquids and is also environmentally friendly. Coloring using natural elements will not cause environmental damage. The development of creative industries is needed to foster community creativity, especially during the current Covid-19 pandemic. Creative industries in the form of handicrafts get enough attention, especially as souvenirs and souvenirs. With the existing potential, the production of the Shan's Craft creation house in the form of handicrafts using the Eco-print technique needs to be supported to increase production and marketing more seriously. Although this business has promising opportunities, there are obstacles in the production process due to the limited space of the workshop which limits the space for movement, production, and even for displaying product displays. In terms of financial management, businesses still combine personal finance and business finance, there is no clear cash flow report on a regular basis. This causes the business to have no clear advantages/disadvantages and is relatively slow to develop. Through this service program, the implementation team offers solutions in the form of expansion and construction of product display rooms for promotional needs, creation of online media accounts as a means of digital promotion, and financial management training and simple bookkeeping of financial statements. The targeted outputs are increased production and sales of eco-print batik, maximum utilization of product display space in reaching the target market, and expanding the market through the use of online media such as social media and e-commerce.

Keyword: Shan's Craft, Eco-print, Creative Industry

Abstrak. Dengan kreatifitas, barang yang tidak bernilai dan sering dianggap sampah bisa diubah menjadi sebuah produk bernilai ekonomis tinggi, daun misalnya. Shanti Permatasari sebagai pelaku industri kreatif kerajinan tangan rumah kreasi Shan's Craft memanfaatkan daun menjadi bahan baku membuat berbagai macam produk dengan teknik Eco-print. Eco-print adalah metode pewarnaan dan pencetakan motif secara alami pada kain yang memanfaatkan dedaunan atau bunga yang tumbuh di pekarangan sebagai bahan dasar

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pengganti cairan kimia dan juga ramah lingkungan. Pewarnaan dengan menggunakan unsur-unsur alami ini tidak akan mengakibatkan kerusakan lingkungan. Pengembangan industri kreatif diperlukan untuk menumbuhkan kreatifitas masyarakat khususnya di masa pandemi Covid-19 sekarang ini. Industri kreatif dalam bentuk kerajinan tangan cukup mendapatkan perhatian khususnya sebagai souvenir dan buah tangan. Dengan potensi yang ada, produksi dari rumah kreasi Shan's Craft berupa kerajinan tangan dengan teknik Eco-print ini perlu didukung untuk meningkatkan produksi dan pemasaran secara lebih serius. Meskipun usaha ini memiliki peluang yang menjanjikan, terdapat kendala pada proses produksi dikarenakan sempitnya ruang workshop yang membatasi ruang gerak, produksi, bahkan untuk pemajangan display produk. Dari sisi pengelolaan keuangan, usaha masih memadukan keuangan pribadi dan keuangan usaha, belum ada laporan arus kas yang jelas secara berkala. Hal ini menyebabkan usaha tersebut tidak memiliki keuntungan/kerugian yang jelas dan relatif lambat berkembang. Melalui program pengabdian ini, tim pelaksana menawarkan solusi berupa perluasan dan pembangunan ruang display produk untuk kebutuhan promosi, pembuatan akun media online sebagai sarana promosi digital, dan pelatihan manajemen keuangan dan pembukuan laporan keuangan sederhana. Luaran yang ditargetkan adalah peningkatan produksi dan penjualan batik eco-print, pemanfaatan maksimal ruang display produk dalam menjangkau target pasar, serta memperluas pasar melalui penggunaan media online seperti media sosial dan e-commerce.

Kata Kunci: *Shan's Craft, Eco-print, Industri Kreatif*

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1 Introduction

Today, awareness to care for and preserve the environment is increasing and making environmentally friendly lifestyle trends increasingly popular and widespread in various sectors. Eco-print batik is batik born from this environmentally friendly lifestyle, which also enriches ethnic batik in addition to hand and stamped batik [1].

In the production process, partners will start by looking for the shape and sap of leaves, flowers, or stems that match the desired sketch or motif. After that, the leaves will be attached to a cotton-type cloth for two weeks. The result will be like the shape of a leaf that sticks to the cloth and becomes the motif. So the whole process is what is called Eco-printing. Fabrics that have been given motifs by means of Eco-printing can also be turned into other derivative products such as bags, shoes, wallets, clothes, mukena, headscarves, placemats and others. Eco-print batik is unique because it only makes the same motif for two pieces of cloth. *Eco-printing* is a unique method in that it cannot be repeated. Because the dyes used come from different leaves or flowers, the dyes used in one place and in another will be different. Even the two sides of the leaf used cannot be the same. When the process is just finished, the smell of the ingredients can be felt but over time the aroma has disappeared. Because the principle is like batik, in the beginning there must be a wasted color, but in the next washing there is no fading. Then the unique thing is that the leaves that have been used in this Eco-print can again be used as fertilizer [2].

The business production of Shan's Craft's creation house in the form of handicrafts using the Eco-print technique is one example of a creative industry that has a great opportunity to succeed in the national and even international markets. However, the narrowness of the workshop where Shan's Craft produces is one of the productivity barriers that has a big impact on the development of

partner businesses. Also, the absence of space for displaying product displays makes this Batik Eco-print creation house rarely seen and visited by consumers [3].



Figure 1. Location for producing handicrafts, *Eco-print* created by *Shan's Craft*.

From the marketing aspect, partners do not yet have online media accounts such as *marketplaces* or social media to introduce products and reach a wider market. The promotions that have been running so far are only mouth to mouth promotions and to be honest they are still not effective because they are unable to pursue a broad and dynamic target market. This is fairly traditional and if it is maintained, the business will be difficult to develop [4].

From a financial management perspective, Partners have not made a separation between personal finance and business finance. This is also a problem that causes uncertainty about the profit and loss of a business. Expenditures and incomes are not recorded in a neat and structured manner. So that business development is not optimal. A more structured business finance will be able to make partners understand how to raise funds, invest funds and distribute profits [5].

The benefits obtained by partners from the implementation of community service include:

1. Mrs. Shanti Permatasari (business actor) can increase the production of Eco-print handicrafts by expanding the workshop space.
2. Partners will be helped from the marketing side by having a special room for product displays to support the layout as well as promotional media at Shan's Craft creations
3. Partners will understand the importance of using online media (marketplace or social media) as a means of branding and promotion in increasing the marketing of Eco-handicrafts. print.

4. Increased knowledge of partners on personal and business financial management and simple bookkeeping that will make it easier for partners to calculate their business profits/losses

2 Method

2.1. Problems with Target Institutions

Based on the problems agreed upon by the partners, the solutions offered are as follows:

1. The work space / *workshop* is narrow and combined with the product display room, resulting in limited space for movement and production. The solution offered is the expansion of the *workshop* to increase production.
2. The lack of product display space capacity to support promotions, support the layout and support the aesthetic side of the product to attract the interest of potential consumers, *target market* and *target audience*. The solution offered is the creation of a product display room as a means to support promotions.
3. Partners do not have online media accounts such as *marketplaces* or social media to introduce products and reach a wider market. The solution offered is the creation of online media accounts (*marketplace* or social media) as a means of digital promotion in order to increase the marketing of handicrafts *Eco-print*.
4. Partners have not made a separation between personal finance and business finance. Expenditures and incomes are not recorded in a neat and structured manner. The solutions offered are financial management training and business bookkeeping, simple financial statement recording.

2.2. Methods

Based on the problems in their respective fields, the solutions offered will be implemented through mentoring methods and evaluation of implementation in the field of business management. The stages to be carried out are:

1. Production

Through the expansion of the workspace / capacity *workshop* and the creation of a room product display.

2. Marketing Management

Creation of accounts *marketplace* or social media and counseling and formulation of *Brand Equity* and online marketing.

3. Financial Management

Counseling on the concept of separating personal and business money and assistance for calculating simple financial statement recordings.

The working procedures for implementing the program are as follows:

1. Identify some important indicators such as the amount of production of handicrafts *Eco-print*; the amount of costs borne; length of time of manufacture; total sales per day; and cash flow conditions.
2. Expansion of workspaces / *workshops* in order to fulfill the production capacity of handicrafts *Eco-Print*.
3. Creating a product display room to support promotions, expand the layout and support the aesthetic side of the product to attract the interest of potential consumers, *target market* and *target audience*.
4. Creating online media accounts (*marketplace* or social media) as a means of *branding* and promoting in increasing the marketing of handicrafts *Eco-print* so that products have added value.
5. Conduct training on the importance of separating personal and business finances as well as recording business financial reports at least daily cash flow and the use of accounting applications/software. This is done with the aim of providing awareness of the importance of recording simple business financial statements.

Partners' participation in this service activity is:

1. Providing information about the indicators that will be observed.
2. Provide information on the indicators in point 1 above after training activities and provision of mechanization tools have been carried out.
3. Provide information on the cost structure and production flow of handicrafts *Eco-print* for calculating the cost of production.
4. Give permission to workers to be given training and education on the importance of promoting online marketing and business financial reporting to increase production and sales.

3 Results and Discussion

To solve the problems that exist with Partners (Bu Shanti Permatasari), handcraft business actors *Eco-print*, we carry out training activities with various materials to be able to assist partners in developing their businesses. The training will be held on October 1, 2021, starting at 08.00 – 12.00 WIB by providing 3 materials on *brand equity*, online marketing, and financial management.



Figure 2. Training to build brand capital for a product

One of the problems faced by the majority of MSMEs is the lack of understanding of the brand as a function to maintain the *sustainability* of its business. This could be because they did not understand the science of marketing strategies and the benefits of attractive packaging and had not received assistance. Therefore, for the first training material, the speaker provides marketing strategy material through building *brand equity* in online media (*marketplace* or social media) for MSME actors, especially for business partners.



Figure 3. Presentation of material on online marketing through social media.

Furthermore, the presenter provides material on the use of online media as an effective marketing tool for MSMEs, where business partners are still not optimal in marketing their business results. Business partners and the public also ask a lot of questions and discuss how their products can be marketed more broadly. One of them is online marketing which is very suitable in this digital era. The speaker gave an example of how to sell handicraft products *Eco-print* on online media (*Marketplace* or social media). The problem that has been happening so far is in the preparation of books/financial reports of business partners. Partners still do not understand the importance of bookkeeping and financial reports in a business such as understanding of:

- a. Notes/wealth
- b. reports Profit/loss reports
- c. Income and family budgets

Therefore we provide counseling and socialization about simple bookkeeping and theories about the terms that exist in finance. Increasing production is very important for business partners to be able to compete and create product quantities to meet consumer needs.



Figure 4. Training for the preparation of simple financial reports

4 Conclusion

Service activities that have been carried out by the team through training and mentoring activities in the aspect of preparing financial reports, building *brand equity* and marketing activities using online media (Facebook and Tokopedia). With the solid collaboration of the service team and the active role of the presenters in this service, everything goes as expected and can provide benefits for community service partners in developing the market share of the creative handicraft

industry *Eco-print*. In addition, the service team provides assistance in the form of supporting tools for promotion and procurement of workspace/*workshop buildings* that will help partners increase the quantity of production as well as productivity. This service activity targets increasing community income through empowering service partners and the surrounding community.



Figure 5. Creation of display space for promotion purposes and increasing productivity



Figure 6. Submission of promotional tools

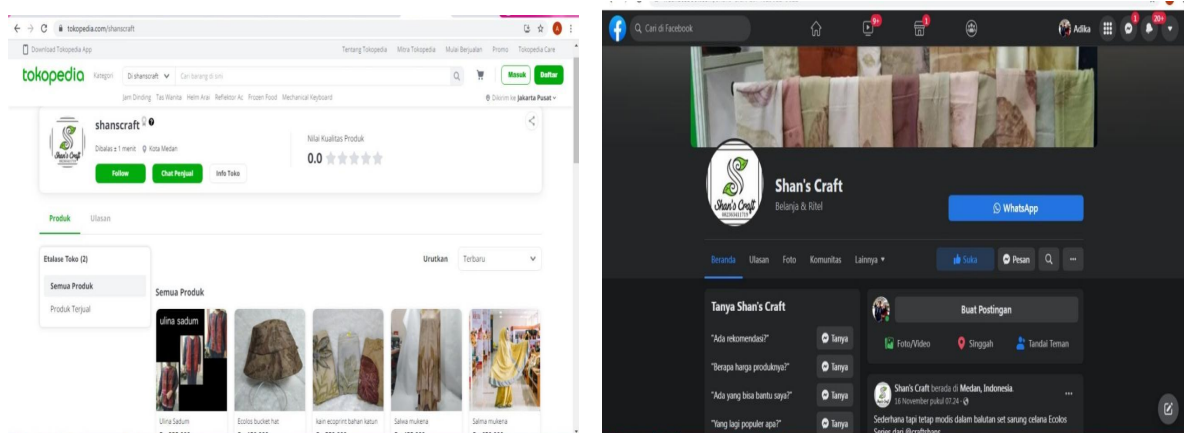


Figure 7. Publication of products via social media (Facebook) and marketplace (Tokopedia)

Based on the training and evaluation, this program has achieved several targets, such as increasing the production and sales of eco-print handicraft products due to adequate production sites and in-store promotion space. The team also provided training on the importance of a brand for a product and how to market it. In addition, the team also helps facilitate the creation of product accounts on social media and *marketplaces* with the aim of expanding market share. Another target that has been achieved is that partners can record simple cash flow transactions that allow partners to know clearly and in detail the cash flow and can decide wisely the flow of profit in the future.

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