

PPPUD Embroidery as a Superior Handmade in Probolinggo City

Rachma Yuliana
University of Wisnuwardhana Malang

Mohammad Dullah*
University of Wisnuwardhana Malang
dulanoh@gmail.com

Zaenullah
University of Wisnuwardhana Malang

Abstract. Embroidered craft in Indonesia is believed to be carried by many traders from China and India who has carried out lots of buying and selling transaction in Indonesia. That was when these traders began to introduce embroidery crafts and their techniques. One of the leading industrial sectors is handmade products in the form of embroidery craft where initially popular in Probolinggo District as a Center for Embroidery Industry. Unfortunately, after the monetary crisis occurred in Indonesia since 1998 many craftsmen could not survive due to high raw materials. This Community Service Activity has a partnership with Rizza Bordir. To achieve this goal, the Community Service activities are carried out using the Participatory Rural Appraisal Model (PRA), Community Development Model, through Persuasive and Educational Approaches. The results of this activity conclude that solving financial problems experienced by partners is to make software that helps partners to do their financial reporting and recording independently. 2) The creation of new markets through online media in the form of Websites, Youtube and Social Media is done by re-uploading files and images on IG, Facebook, Updating Youtube Views so that they can popularize the Embroidery Crafts in Probolinggo City.

Keywords: *Rizza embroidery, featured handmade, e-commerce*

INTRODUCTION

Embroidery craft can be seen from the development of history, it has a long historical value, of course, in every country has a historical record. When viewed from the understanding of language, the word "embroidery" in English is embroidery (im-broide) which means embroidery. The execution of this ornamental craft is very simple, starting only with the help of tools in the form of needles and threads. Using the fingers of the hands, these two tools are applied to the fabric, then various types of puncturing pops, so that in the end they are often referred to as embroidery.

From some literature, there are some have explained that the embroidery craft became known in 330 M in the Byzantine kingdom (Europe). The beginning of the arrival of this embroidery technique received a very special response and considered a work that is classified as very luxurious, therefore only certain circles can have the results of the embroidery craft, this is caused by the Byzantine period all the ornaments combined with matching gold ornaments that make embroidery work have high aesthetic value and are very luxurious.

Probolinggo City area based on the characteristics of area \pm 60% of the residents' livelihoods works in the agricultural sector, while for coastal areas such as the Districts of Tongas, Sumberasih, Dringu, Gending, Pajarakan, Kraksaan, and Paiton most of the residents' livelihood as fishermen. From the development of employment in the agricultural sector, the role tends to decrease and shift to other sectors such as industry and trade. Probolinggo City has 398 types of Industrial products with absorption with 11,318 people absorbed and spread in 29 Kelurahan.

One of the superior industrial sectors is Embroidery (Perwali No. 39 Tahun 2019) where Probolinggo at the first time there was an Industrial Embroidery Center but after monetary crisis occurred in Indonesia since 1998 many craftsmen could not survive due to high raw materials and there are few buyers and the inability of craftsmen to reach other markets, leaving only a few that still exist today.

The development of embroidery business in Probolinggo city has spread in 5 subdistricts, namely Kanigaran, Wonoasih, Mayangan, Kedopak, and Kademangan. The available facts show that the embroidery business in the Probolinggo city can be categorized as an individual company because the business form is small, its business activities are owned and the responsibility of the personal and the tendency of the embroidery business is managed by the family [1].

Technological advances which have penetrated to all fields including embroidery crafts, which are currently found in a large market of embroidery

craft products that are cheaper and more variative, it has been an extraordinary challenge for Handmade Embroidery craftsmen in Probolinggo Regency. It is not easy to face this technological advancement because culturally the Indonesian nation as the main consumer does not have a high bargaining value on handmade products so it is considered more expensive, not fashionable, and so on.

One of the Embroidery Industry craftsmen that still exists today is Rizza Embroidery, which has been established since 1989. In the beginning, this industry only made and served the making of Men's and Women's Clothing and Kebaya for brides, along with the technological development of many similar products that had relied on technology in its manufacture. so many handmade products are left behind because they are considered to be old-fashioned and less productive, besides the price offered is more expensive than the factory-made, but precisely from there the products made by Rizza Embroidery are the main attraction and many devotees from outside the region and abroad.

METHOD

To achieve the objectives of Community Service activities, several approaches will be carried out, including:

- A. The Participatory Rural Appraisal (PRA) Model emphasizes the involvement of partners in all activities starting from planning, implementing, and evaluating program activities.
- B. The community development model is an approach that involves partners directly as the subject and object of implementing PPPUD activities.
- C. A persuasive approach that is an appeal and support without coercion for the community to play an active role in this activity.
- D. Educative namely the approach of socialization, training, and assistance as a means of transfer of knowledge and education for community empowerment in general and Particularly Community Service activities partners.

Technical Implementation of Activities

- A. Preparation.
- B. Implementation of activities. These activities include strengthening Human Resources, Business Management, Finance, and Marketing through Online Media in the form of Websites and Social Media, involving partners in various exhibition activities outside, Training and Workshops as well as intensive assistance with partners to create new businesses of the same type in the surrounding area.
- C. Partners are expected to contribute as experts in the field of embroidery to participate in providing training and guidance for similar new

businesses. This becomes important for the sustainability of PPPUD activities so that Rizza embroidery will later become a mover in similar businesses.

Evaluation and monitoring of activities. This activity will be carried out jointly with partners and Bappeda of Probolinggo Regency to be able to measure the level of success of a year's greetings and to be used as a basis for determining sustainable activities in the following years.

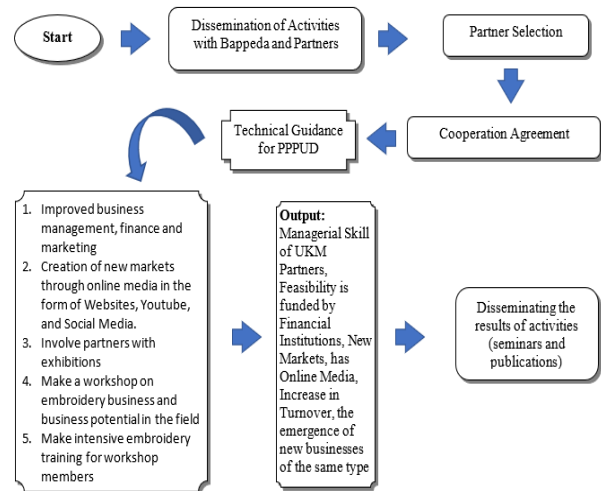


Figure 1. Flow Chart of Community Service Activities

RESULT & DISCUSSION

a. Outcomes of Activities Improved Business Management, Finance, and Marketing

Business Management

These activities include Human Resource Management and Production management which includes production planning, collaboration, the direction of employees, good coordination, and Control system. The Human Resource management activities that have been carried out by Rizza Bordir are simple by conducting training and coaching before they are appointed as employees, an in-depth evaluation of their work results, then the prospective employee is appointed following the field in charge.

Another activity that needs to be observed by the Partner is that when there is an order, the time limit specified by the client together with the partner must be appropriate so that later they prospective customers or old customers will be loyal to Rizza Embroidery and make purchases continuously because they have the notion that the service provided given very maximum and satisfying.

Production planning activities that have been recorded by partners into the order book and produced targets made a bulletin board that serves to provide information on employees and partners

so that production and order targets can be carried out in accordance with the specified time.

Finance

In this activity partners regularly conduct joint meeting activities that discuss how the current financial condition and how it is managed. In this case, the servants did a good and careful approach, because so far Rizza has embraced a closed financial method.

This activity was begun by identifying partner problems around financial management, which were then carried out in-depth analysis together with partners and how to solve them. Solving financial problems experienced by partners to create software which can help partners to report and record their finances independently so that there is no need to bother hiring a treasurer and directly handled by partners with the help of these tools. The use of this financial statement software is assisted by the Excel Program for Windows 16, using this software is very easy and familiar to partners.

Furthermore, an evaluation of how partners are currently using the tool, it is helping and providing solutions to the problems of financial record that have occurred or not. From a series of interviews and evaluations with partners, it was found that the partners very helped by these tools. The financial operator is done by her son. This regular mentoring activity helped Partners, as conveyed by Ms. Yunan, that: "... yes Mr, the long-term activities carried out here really helped us in sales and management improvements, especially financial management and how to improve the performance of our employees and allocating funding to manage orders so that they (consumers) are satisfied and reorder"

The benefits felt by the partner are an appreciation of various community service activities, although in the end all activities and business undertaken can contribute in the form of increased turnover or at least not reduced income despite the constraints of the COVID-19 Outbreak.

Marketing

One of the advantages that Rizza Embroidery needs to show that their products are still using the manual method (handmade) where manual products have several advantages over Automatic Embroidery products (computers), one of which is having a high level of neatness, the results are strong, have smooth surface and volume so that even though there are many computer embroidery products but this handmade product is still able to survive. The marketing model that is carried out and endeavored with partners to get new customers is to use and maximize online media.

b. The Creation of New Markets through Online Media in the Form of Websites, YouTube, and Social Media

Mentoring and counseling activities about how to have the right digital marketing strategy in the industrial era 4.0 and providing training and practice directly to partner is needed, not only that, consumers who were originally required to come directly to the store no longer need to go out and can order through their respective cell phones so that the sustainability of the service program activities can be maintained and in the end the partners can increase their sales turnover through the Internet media [2], [3].

For this reason, Rizza Bordir in this case began to fix the TEAM or People who specifically take care of their Social media such as Facebook, Twitter, IG, Blogger, and YouTube and several market places to be able to maximize the potential of the existing market. Because so far Rizza Embroidery has a media account such as IG and Youtube but the media is less than optimal because it is not able to apply digital marketing strategies in the industrial era 4.0, lacking updates so that followers and subscribers think so. The activities carried out at Rizza Bordir to improve digital marketing are:

1. Re-upload files and images on IG, Facebook
2. Update Youtube Appearance and Start searching for Subscribes by promoting them through WA groups and Facebook
3. Give Hashtag #Rizzabordir Probolinggo so that the media will start to know Rizza Bordir and can be index by Google.com

Follower and Subscriber are very important because the more followers there are, the more people will consciously see our posts, so they will periodically review and follow our posts, eventually when they need good products in the form of clothes, fabrics, and other products made from embroidery fabric then their first choice is Rizza Embroidery. This online marketing activity may be part of the bonus from the profit they usually get from offline sales so that it is hoped that when the online market can be reached, do not release the Offline Market that has been used by Rizza Bordir [4].

c. Involve Partners with Exhibitions

Rizza Bordir is one of the few Embroidery Businesses that are already well known in Probolinggo, but there is a need to re-introduce the community in the surrounding environment, one of the ways is by holding exhibitions regularly. This exhibition activity has been planned to the maximum, but part of this activity is constrained because of the red zone imposed by the government in connection with the COVID-19 outbreak. Furthermore, TIM and Rizza bordir plan this exhibition with local scala through malls and shops

that are still open, both in Probolinggo, and neighboring cities such as Pasuruan, Jember, and Malang City.

This activity may not be maximal because of the reduced interest of visitors to leave the house due to the physical distance imposed in various regions, but specifically, in Malang, many people still make purchases and purchases at the Mall even though it is not much.

CONCLUSION

The conclusions in this service are: 1) Solving financial problems experienced by partners is to make software that helps partners to report and record their finances independently. 2) The creation of new markets through Online media in the form of Websites, YouTube and Social Media is done by re-uploading files and images on IG, Facebook, updating YouTube Views so that they can popularize the Embroidery Crafts in Probolinggo City.

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