



Strengthening Innovations of Shibori Sidomaju Products in Kenteng Village in Supporting Sustainable Business

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Abstract. Currently, Shibori product sales are still limited to local communities. Sales are conducted through word of mouth, consignment at nearby shops or boutiques, and direct sales to local communities. With the rise of globalization, innovation, and new approaches are essential to introduce and promote products to the general public. The goal of this community service activity is to create contemporary Shibori motifs that appeal to the tastes of both teenagers and adults. The second objective is to brand Shibori products, including Shibori cloth and handicrafts, through social media. The method used involves training and continuous mentoring provided to partners, specifically the managers of Shibori Sidomaju in Kenteng Village. The results of these efforts include innovations in Shibori products, particularly contemporary abstract motifs. Additionally, product branding has been established through social media, specifically via the Shibori Sidomaju Instagram account, to introduce products to a broader audience. Product innovation strengthens the company's market position by offering a wide variety of products. It also drives growth, competitiveness, and relevance in a changing business environment by meeting customer needs. Innovation is crucial for creating new products aimed at fulfilling consumer needs and desires.

Keywords: Abstract motif, Contemporary, Elderly group, Shibori

1 Introduction

Empowerment of the elderly is very important because they are one of the most vulnerable populations and need to maintain their potential [1]. The productivity of the elderly requires attention from various parties, including the village government, community groups, and families. Efforts to improve the quality of life for the elderly are a key agenda for the government, particularly at the village level, as the number of elderly people continues to grow. One strategy involves providing support in the economic aspect by developing their life skills and abilities.

In accordance with Law Number 23 of 2014 concerning Regional Government, regions have the right to regulate their own affairs [2]. This authority is also outlined in Law Number 6 of 2014, which grants villages the freedom to manage and govern their own regions to enhance community welfare [3]. The availability of village funds

encourages villages to be more creative and innovative in budgeting according to current needs [4] including fostering the entrepreneurial spirit of village communities through various business activities based on local potential [5].

One of the existing elderly groups is the Sidomaju Elderly Shibori Batik Group in Kenteng Village, Bandungan District, Semarang Regency. This group preserves and introduces Shibori to the community. Shibori is a blend of two cultures, resulting in cultural artworks with new techniques—batik combined with dyeing and fabric protection techniques to create Shibori motifs [6][7]. However, efforts to develop Shibori products have not been fully optimized and require substantial capital. This is due to limited knowledge and product innovation [8][9]. The competitiveness of the Shibori products produced by the Sidomaju Elderly Group needs to be improved so they can gain recognition beyond the local community. Therefore, innovation in Shibori products, such as creating contemporary motifs that appeal to teenagers and adults, is necessary [10].

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2 Method

In general, the stages of implementing the activities include education, training, mentoring, and evaluation. The community service approach focuses on solving community problems and ensuring community involvement. These activities are carried out at the Kenteng Village Hall and the Shibori production house in Karanglo Hamlet, Kenteng Village, Bandungan District, Semarang Regency. The implementation period is from July 1 to August 12, 2023. The target community consists of 12 Shibori Sidomaju managers. The following are the activities conducted by the community service team.

The problem-solving methods offered to address partner issues in the community service activities are as follows: First, the lecture method, which involves providing material on the importance of increasing innovation and marketing for Shibori batik products. Second, benchmarking, which involves learning from the experience of marketing similar products online. Third, a mentoring program, aimed at assisting with challenges that arise in designing new motifs and marketing products. Fourth, a follow-up program, focused on increasing Shibori income through product branding that can add value. This community service activity is carried out in various stages as follows.

2.1. Activity preparation stages

The activity preparation stages are carried out to adjust to the needs of partners, the time of implementation of community service activities, and the place to carry out community service activities.

2.2. Socialization stage

This stage is preceded by the service team preparing the materials and supplies needed during the activity process, including powerpoints for presentations, handouts related to basic understanding of the importance of optimizing product innovation, marketing and branding as an effort to introduce products with more added value.

2.3. Mentoring stage

At this stage, it is carried out after the community has been equipped with a good marketing mindset. The servant provides assistance in creating abstract motif product innovations and branding up to the use of digital marketing.

2.4. Activity Evaluation

The program achievement indicator is reviewed from 70% of shibori managers who have increased understanding of the importance of product innovation and the use of Instagram for marketing. In addition, online sales facilities can be built so that they can increase batik sales turnover

3 Results and Discussion

3.1 Shibori Product Innovation

The Shibori product innovation program is an initiative aimed at developing the diversification of Shibori products. This activity took place on June 25, 2023, at the Kenteng Village Hall. The goal of Shibori product diversification is to increase the competitiveness of the Shibori Sidomaju business. Shibori is a fabric dyeing technique using tie-dye to create various beautiful designs. Innovation in Shibori products is introduced during the production stage by creating new motifs, specifically abstract motifs. It is hoped that with the introduction of abstract motifs, the sales of Shibori Sidomaju products will grow, allowing the business to become sustainable.



Fig 1. Shibori dyeing process



Fig 2. Abstract Motif Shibori Product Innovation

Most people express themselves through fashion, which embodies beauty, making it necessary to have a strategy for developing fashion. Fashion acts as a barometer of social change, evolving rapidly over time. Foreign culture and socio-historical factors can influence consumer preferences in product choices and their purchasing decisions [11]. The demographic shift from rural to urban areas also influences consumer preferences in determining product choices. Therefore, products sold in the market should be adjusted to current trends and aligned with the needs of society across all levels.

Product innovation strengthens market position by offering a wide range of product choices. It also enables companies to grow, compete, meet customer needs, and stay relevant in a changing business environment. Innovation is a key strategy for creating new products that cater to consumer needs and desires [12]. Allows buyers to buy products as expected. However, product innovation is not always related to products. One of the advantages of doing business innovation is being able to add competitive value to competitors in the market. There are several benefits that can be gained from product innovation. What are they? Check out the various benefits below.

3.1.1. Producing Unique and Innovative Products

Innovative and unique products are products that have something new and never existed before. These innovative products can be seen from the design, technology, features, or manufacturing methods that are different from existing products on the market. Innovative and unique products can increase the company's competitiveness and attract new customers. This unique and interesting innovation can increase brand awareness and make the company stand out in the market.

3.1.2 Produce Quality Products and According to Needs

A better quality product that suits customer needs can increase customer satisfaction and loyalty to the company. This product can be seen from the aspect of better material quality, design, features, or how to make it.

3.1.3 Higher Product Selling Price

Product innovation can increase the selling price of a product because product innovation creates added value that can be offered to customers. Products that are more innovative, unique, or of higher quality can be valued more highly by customers

3.2 Shibori Product Branding Assistance

Shibori product branding assistance aims to provide basic knowledge of photo and video editing to attract social media users, increase awareness of the Kenteng Village community about the importance of digital marketing product branding, and form a digital literacy attitude to increase product knowledge of the wider community regarding shibori. The implementation of shibori product branding activities began on June 23, 2023 with product photography activities. Product branding is a strategy by providing an identity to a product so that it can be easily recognized by consumers. The identity given can be in the form of a logo, packaging, description, and others. Branding is also a differentiator, where companies that have a strong brand will be easily distinguished from competitors. Promotion and attraction, if you have a strong brand, promotion will be easier to do. Customers tend to choose strong brands and are loyal to the same brand.



Fig 3. Results of Shibori Batik Photos and Videos

The next stage is to create an Instagram account for Shibori Sidomaju and post "coming soon", upload six products to promote fabric from Shibori Sidomaju on Instagram social media, upload one product video to promote fabric from Shibori Sidomaju on Instagram social media. Furthermore, mentoring is carried out on photo editing skills for shibori products and filling in shibori Instagram posts and implementing photos of members of the Shibori Sidomaju elderly group in Kenteng Village, creating brochure designs, taking and uploading shibori product branding videos. In business, branding is an inseparable part of a marketing strategy. A business with strong and positive branding can increase consumer trust and loyalty, as well as strengthen its market position in business competition. Therefore, every business must pay attention to and manage branding well and consistently to achieve long-term success.



Fig 4. Assistance in Editing Product Branding Photos and Videos

On July 5, 2023, uploaded one product video to promote fabric from Shibori Sidomaju on Instagram social media. Furthermore, uploaded three product videos to promote fabric from Shibori Sidomaju on Instagram social media. Finally, on August 8, 2023, uploaded fifteen feeds on Instagram social media to promote fabric and branding through leaflets. increasing shibori sales, abstract motif innovation, and understanding financial records.

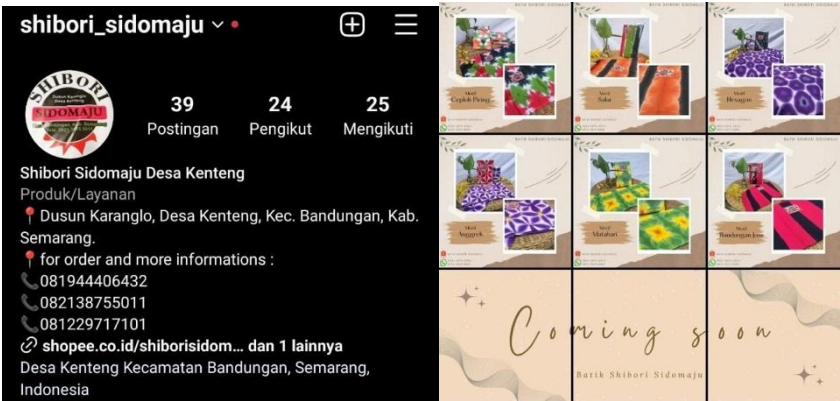


Fig 5. Shibori Sidomaju Instagram Account Developed

Branding is very important for a business because it has several significant benefits [13][14], including:

1. **Strengthening Brand Image.** A strong brand can provide a positive image for the products or services offered. This positive image will help increase brand value and strengthen the brand image in the minds of consumers.

2. Increase Brand Awareness. Branding can also increase public awareness of the products or services offered. Brands and brand images that appear consistently will make people more familiar with the brand.
3. Strengthening Consumer Loyalty. Branding can also help strengthen consumer loyalty to a brand. Consumers will be more likely to choose a product or service that they perceive to have a strong and positive brand image.
4. Increase Consumer Trust. A strong and trusted brand will help increase consumer trust in the products or services offered. Consumers will feel more comfortable and confident in using products or services that have a strong and positive brand image.
5. Strengthening Differentiation. Branding can also help strengthen the differentiation of products or services with their competitors. The product or service will be easier to distinguish from its competitors

4 Conclusion

A series of community service activities went smoothly. The Shibori managers understand the importance of innovation and product branding in supporting business sustainability. Through training on product innovation, particularly in creating abstract motifs, they have diversified their sales products. The Shibori managers were very enthusiastic and cooperative during the training and mentoring sessions. They mentioned that Shibori products are becoming more well-known to the general public. Additionally, sales through Shopee offer various online sales formats that are easily accessible to many people. Furthermore, there was high community participation and support, ensuring that each training session was well-attended and successful.

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