

Improving the Quality of Human Resources through Business Communication in the Bamboo Weaving Craft Industry

Mimin Yatminiwati¹, Zainul Hidayat², Emmy Ermawati³

Department of Management, Institut Teknologi dan Bisnis Widya Gama Lumajang, Indonesia^{1,2,3}

Corresponding Author: Mimin Yatminiwati (miminyatminiwati02@gmail.com)

Abstract

This study aims to provide solutions to problems by providing assistance to bamboo woven business partners. Not only from practice but also from the theory obtained and understood by researchers. Improving product marketing skills through improving business communication. Improving understanding to bamboo weaving business partners about the concept of the relationship between the quality of human resources that utilize digital technology as the main tool for distributing goods. This research method uses a qualitative approach. The results of the study show that Bamboo weaving business partners already understand about marketing its products through brochures and flyers. Bamboo weaving business partners already understand about the concept of the relationship between the quality of human resources that utilize digital technology as the main tool for distributing goods.

Keyword: Business Communication, Digital Marketing, Human Resources Quality

INTRODUCTION

Bamboo weaving crafts have long roots and are spread across various cultures in several countries around the world. However, its origins are historically closely related to the Asian region, especially China, Japan, and Southeast Asian countries including Indonesia. Starting from China, bamboo weaving itself has been around for thousands of years. Various regions have their own techniques, patterns, and styles in weaving. For example, Fujian Province is famous for its intricate and attractive bamboo baskets. Meanwhile, in Japan, bamboo weaving also decorates many arts and crafts to beautify the architecture of buildings. Several countries in Southeast Asia, such as Vietnam, Indonesia, and the Philippines are also thick with bamboo weaving culture as a material for making several objects. Vietnam is famous for its nón lá, a traditional cone-shaped hat similar to a caping or farmer's hat from Indonesia. There are many bamboo weaving crafts, ranging from beautiful to useful. Now bamboo weaving has indeed begun to be abandoned, but there are some items that have actually been a trend. The following are some of the most famous crafts, including:

1. Basket

Besek is a small basket made of woven bamboo typical of Javanese society that is useful as a food container. In the past, besek was widely used as a container for rice during kenduri to traditional food packaging. Although now there are containers made of plastic to acrylic, but besek itself was once popular on social media because it gives a traditional and beautiful impression when used as a container. This starts from containers for hampers to souvenirs.

2. Hat

Caping is a cone-shaped hat that is widely used by farmers to protect their heads from the sun. Not only from bamboo, but caping can also be made from pandan leaves, coconut leaves, and even a type of grass. However, caping made from woven bamboo is known to be strong, sturdy, durable, and not easily damaged. Its fairly wide shape with cool bamboo material

makes caping still widely sought after by people. Caping in Indonesia comes in various types or forms, ranging from Javanese caping, Ponoragan caping, buyuk capung, kalo caping, keropak caping, tea caping, to seraung. Not only used by farmers in Indonesia, caping itself is also found in several countries, such as China, Korea, Vietnam, Japan, and many more.

3. Wall Decorations

Bamboo weaving does give a beautiful and orderly impression. Therefore, it is not surprising that they are also used as wall decorations in various forms, ranging from patterned weaving, painted bamboo trays, flower-shaped weaving, and so on. This decoration is in great demand because it provides a warm and calming natural feel. In addition to walls, you can also find bamboo woven crafts in the form of hanging lamps, flower vases, decorative mirrors, coasters, and many other beautiful crafts.

4. Basket

In addition, you can also find baskets made of woven bamboo, ranging from small to large sizes. Small bamboo baskets can be used as decorations or to store certain items or even as hamper containers. Meanwhile, large baskets are widely used by farmers to find grass to chicken coops and farmers as containers for harvests. You can find people carrying baskets made of woven bamboo in traditional markets.

5. Fan

Furthermore, bamboo weaving can also be made into creative crafts in the form of fans. You can use this fan as a decoration or to cool yourself when the weather is hot. There are even some satay sellers who use fans made of bamboo weaving to keep the embers burning.

6. Bag

Not only that, you can also find bamboo crafts made into beautiful bags. In the past, mothers went to the market using bags made of woven bamboo as containers for their shopping instead of plastic that pollutes the environment. However, now the shape of the bag is increasingly diverse, ranging from round bags, wallets, picnic bags, woven bags decorated with sequins, tote bags, and many more. This woven bamboo bag can certainly provide a beautiful and unique appearance. If in the past you could get it at a cheap price, but over time the bag became more creative, now the price can be priced at a fairly fantastic nominal.

7. Rice Container

Woven bamboo rice containers are also known as wakul, bakul, or cething. Before the existence of magic com or magic jar, this bamboo rice container was in great demand because of its strong and durable material. Not only for storing rice, but this wakul is also used as a container for vegetables, fruits, rice, and so on. Jatisari Village, Tempeh District, was chosen as the location for this community service because this village is a fairly strategic area in Tempeh District. Administratively, Jatisari village is located in the Tempeh sub-district, Lumajang district, with a position bordered by To the north it borders Pulo village, to the south it borders Madurejo village, to the east it borders Tempeh Tengah village, to the west it borders Sememu village. The distance from Jatisari village to the sub-district capital is 3 km, which can be reached in about 10 minutes. While the distance to the district capital is 12 km, which can be reached in about 20 minutes. The target group for this service is the bamboo weaving business group owned by Mrs. Wiwik. Mrs. Wiwik is one of the residents of Jatisari village who has a small and medium business using bamboo as the raw material. This bamboo weaving business started in 2010 until now. The bamboo weaving business from 2010 until now has not developed rapidly due to the lack of equipment used and the lack of proper marketing methods. The marketing area of this bamboo weaving business is quite extensive both in the area around Jatisari village and outside Jatisari village. Mrs. Wiwik has 4 permanent employees from the beginning until now. The four employees start from the process of making bamboo weaving to finishing.

Marketing of this bamboo weaving business has started using online media, but with less promotion, so it is still less effective because its reach is not wide enough. Word of mouth information is spread by family or relatives who live outside Jatisari village. This marketing problem is an obstacle in marketing the bamboo weaving product. In a business, marketing is one of the important factors in determining the success or failure of a business. A good marketing strategy can make the business more quickly known to the wider community. Marketing itself is an activity to inform a business so that later it can influence potential consumers to be interested in making purchases of products/services provided by the business that is doing the promotion. Although this bamboo weaving business is a type of small and medium business, it must still carry

out the right marketing strategy for the progress of its business. Therefore, marketing through brochures and blogs is the right promotional media for Mrs. Wiwik's bamboo weaving business.

METHODS

The approach method offered to resolve partner issues is to:

1. Interview
The interview method is a data collection technique by asking questions directly to the source. Interviews are one of the data collection methods that are often used in various contexts, such as scientific research, journalism, and job selection for bamboo weaving business owners.
2. Documentation
Documentation is the process of collecting, processing, selecting, and storing information in the field of knowledge. Documentation can also be interpreted as the activity of recording and categorizing information in the form of writing, images, and videos. activities and equipment in the bamboo weaving business.
3. Identify the problem
Problem identification is the process of defining the problems that exist in a particular topic or field, and is the initial step in research. which exists in the bamboo weaving business.
4. Training and Mentoring
Assistance in understanding and knowledge for bamboo weaving business partners regarding the quality of Human Resources that utilize digital technology as the main distribution tool. Business communication training intended for all UMKM members. Partners provide training venues and the University prepares experts who will later provide knowledge related to product innovation.

RESULTS AND DISCUSSION

Bamboo craft training and mentoring

Bamboo craft training and mentoring is an important step in developing the potential of local resources and empowering communities, especially in rural areas. The main focus of this training is to improve the skills of craftsmen in processing bamboo into products with high economic value, such as furniture, handicrafts, and decorative items.

Training Discussion:

1. Introduction to Bamboo: Craftsmen are taught the types of bamboo suitable for crafts, proper harvesting techniques, and how to store bamboo to make it last longer.
2. Bamboo Processing Techniques: Training covers bamboo processing methods, such as cutting, drying, preserving, and painting. This is important to ensure the bamboo used is strong and its aesthetics are maintained.
3. Product Design and Innovation: Creativity is essential in creating attractive designs. This training helps craftsmen create unique products that are in line with market trends.
4. Marketing and Branding: In addition to technical skills, the training also discusses how to market bamboo products, create strong branding, and utilize digital platforms to expand the market.

Mentoring: After training, mentoring is carried out to ensure that the craftsmen can apply the skills they have learned well. Some forms of mentoring include:

- a. Production Assistance: Assisting craftsmen in perfecting the production process so that the results are more efficient and of higher quality.
- b. Marketing Assistance: Providing guidance on marketing strategies, especially online marketing, so that bamboo products are better known and have a wider market.
- c. Network Development: Helping craftsmen connect with other business actors, both domestically and abroad, and providing access to exhibitions or bazaars.

With proper training and mentoring, bamboo craftsmen can improve the quality of their products and earn more stable incomes, thereby supporting local economic growth. SIn accordance with the

methods and program implementation plans that have been determined, the results obtained in this activity are as follows:

- a. Assistance with explanations and discussions with materials according to the researcher's expertise, namely the quality of human resources, especially for women (gender) in the development of bamboo woven product innovations, which are seen from the consistency and enthusiasm to continue to be creative. In the explanation, there was a discussion dialogue and questions and answers between the community service team and the participants. In the dialogue, the bamboo woven partners received information about the dual role of women as a result of the shift in women's domestic roles from housewives to economic participation, resulting in the development of a money-based industrial society. This participation results in family conditions and social relations in the community, and if they are able to respond to and overcome the problems that appear, the effect of work participation will be positive. Knowledge about the concept of gender in improving the quality of human resources, especially in the processing of kepok bananas, can help meet family needs. The problem can be solved if all women participate in supporting each other's groups by working together to build this business independently.
- b. Assistance in explaining and discussing materials to provide understanding to bamboo woven business partners about marketing their products with business communication through brochures and blogs which are becoming a trend in online product sales.
- c. Assistance in understanding bamboo weaving business partners on the concept of the relationship between human resource quality that utilizes digital technology as the main distribution tool. In a company, the quality of human resources greatly determines the progress of a business in the short and long term. With quality human resources, it will lead the company in a better direction. One way to maintain the quality of human resource performance is to conduct human resource training and development for each employee in the current digital era. Human resource development is carried out so that each employee can form a quality person with skills, work abilities, and work loyalty to a company or organization. Digital technology has also become a primary need in the company management process.

Business Communication Training and Mentoring

Business communication training and mentoring for MSMEs (Micro, Small, and Medium Enterprises) is very important in improving their communication skills, both internally and externally. Effective business communication can help MSMEs manage their teams better, build solid relationships with customers, and expand their business networks.

Business Communication Training for SMEs

This training is designed to improve the communication skills of MSME owners and employees in various aspects of business. Here are some important points in this training:

1. Effective Internal Communication:
 - a. Teach how to manage communication within a team to ensure each member knows their duties and responsibilities.
 - b. Techniques for giving clear instructions and motivating employees.
 - c. Discuss the importance of constructive feedback and building two-way communication between management and employees.
2. External Communication:
 - a. Customer Service: Teaches how to communicate with customers, handle complaints, and provide clear product/service information.
 - b. Marketing Communications: Learn how to write marketing content (such as ads, social media posts, promotional emails) that is effective and attracts the attention of the audience.
 - c. Negotiation and Sales: Practice negotiation skills to ensure mutually beneficial agreements in sales and partnerships.
3. Use of Technology in Business Communication:
 - a. Teaching the use of digital communication tools, such as email, business chat platforms, and video conferencing. MSMEs are taught how to use this technology to improve communication efficiency and effectiveness.
 - b. Introduction of social media as a means of communication and marketing that can expand the reach of the MSME market.
4. Intercultural Communication:

For SMEs operating in international markets, this training teaches cross-cultural communication skills to avoid misunderstandings that could disrupt business. Mentoring is carried out after training to help MSMEs apply the skills they have learned into daily practice. This mentoring involves:

1. **Evaluation and Feedback:** Conducting evaluations of communications conducted by MSMEs, both with customers, employees, and business partners. Feedback is provided for further improvement.
2. **Communication Strategy Development:** Assistance in designing communication strategies that suit the needs of MSMEs, including key messages that must be conveyed to customers, how to build a strong business image, and utilize digital platforms.
3. **Digital Marketing Assistance:** Involves creating promotional content, maximizing the use of social media, and training how to respond effectively to customer interactions in cyberspace.
4. **Ongoing Training:** Mentoring may include additional training sessions if weaknesses in communication are identified or if business needs change.

With good business communication training and mentoring, MSMEs can be more confident in managing their business communications, which will ultimately help increase sales, expand networks, and build strong relationships with customers and partners. Human resource management (HR) training and mentoring for SMEs or organizations is an important step to ensure effective, efficient, and business-oriented employee management. Good HR management can improve employee productivity, motivation, and well-being, which in turn has a positive impact on business performance.

Human Resource Management Training

Human Resource Management training is designed to provide basic knowledge and skills in managing employees, from recruitment to career development. Here are some important points in this training:

1. Recruitment and Selection:

This training teaches how to recruit and select employees that fit the company's needs. Focus on job description preparation, interview process, and objective candidate evaluation. Effective interview techniques to ensure prospective employees have the right qualifications, not only technically but also fit with the company culture.

2. Employee Development:

This training includes how to identify employee training needs, design development programs, and measure the impact of the training. HR management also needs to think about career development and succession planning to ensure employees remain motivated and have opportunities to grow within the company.

3. Performance Management:

Teaches how to set clear and realistic performance targets, as well as a fair and objective performance evaluation system. This training helps managers provide constructive feedback, as well as how to handle underperforming employees without causing conflict.

4. Compensation and Benefits:

Establish a fair compensation system, including salaries, benefits, bonuses and other incentives that are in line with the company's capabilities and the labor market.

Learn how to manage employee wellness, such as health benefits, leave, and other additional benefits that can increase employee retention.

5. Industrial Relations and Employment Law:

Provides an understanding of applicable employment laws, including the rights and obligations of companies and employees. This is important to avoid legal problems in the future. The training also covers how to manage harmonious employee-management relations, as well as how to handle labor disputes effectively and legally.

Human Resource Management Assistance

After training, mentoring is carried out to help apply the concepts that have been learned into real practice in the company. Some aspects of mentoring include:

1. Implementation of HR Management System:

Assisting companies in developing effective HR management systems, including human resource planning, recruitment, training, and performance evaluation. Developing

organizational structures that are in line with business needs, so that each employee's duties and responsibilities are clear.

2. **Performance Evaluation Assistance:**

Assist managers in evaluating employee performance, providing direct feedback, and developing improvement plans for employees in need. Assist in designing a fair reward and punishment system to increase employee motivation.

3. **HR Policies and Procedures:**

Assistance in developing supportive HR policies and procedures, such as leave regulations, flexible working hours, and employee discipline policies. Assist in developing clear standard operating procedures (SOPs) for each HR process, such as recruitment, training, and resignation processes.

4. **Conflict Management and Industrial Relations:**

Assisting companies in resolving employee conflicts or industrial relations issues with a fair and law-based approach. Providing guidance on how to create an inclusive work environment and support employee emotional well-being.

5. **Corporate Culture Development:**

Assistance in building a positive and collaborative corporate culture, which is in line with the company's values. This will increase employee loyalty and work spirit.

With comprehensive human resource management training and mentoring, companies can create a productive, efficient and harmonious work environment, which will help achieve the company's long-term goals.

Digital marketing training and mentoring is essential for SMEs and businesses looking to expand their market reach, increase sales, and build a strong online presence. In today's digital era, digital marketing provides many opportunities through social media, search engines, and other online platforms to reach potential customers effectively.

Digital Marketing Training

This training aims to provide practical skills in managing digital marketing campaigns, utilizing online tools, and understanding digital consumer behavior. Here are some important topics in this training:

1. **Digital Marketing Basics:**

Introducing the concept of digital marketing and how to leverage it for business. Explanation of digital marketing channels, such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), content marketing, social media, email marketing, and paid advertising.

2. **Search Engine Optimization (SEO):**

Teaches how to optimize a website to appear in Google search results with relevant keywords. On-page SEO strategies (such as using keywords in content and meta tags) and off-page (such as backlinks). How to measure SEO performance using tools such as Google Analytics and Search Console.

3. **Social Media Marketing:**

Training in using platforms such as Instagram, Facebook, TikTok, and LinkedIn to engage with audiences, build brand awareness, and increase sales. Creating engaging and relevant content for target audiences, and how to utilize advertising features provided by social media platforms to increase reach.

4. **Paid Advertising (PPC):**

An explanation of Google Ads and Facebook Ads as effective advertising tools. Teaches how to build an ad campaign, choose a target audience, and manage an advertising budget efficiently. Strategies to optimize ads to get maximum return on investment (ROI).

5. **Content Marketing:**

Learn how to create and share relevant and useful content to attract and retain an audience. Strategies for creating blogs, videos, infographics, and articles that promote products or services. How to create a content calendar and engaging storytelling techniques.

6. **Email Marketing:**

Training on how to build a customer email list, craft engaging emails, and send effective email campaigns. Understanding audience segmentation, email automation, and email performance analysis.

7. **Data Analysis and Performance Measurement:**

Teaches how to use analytics tools like Google Analytics to monitor the performance of digital marketing campaigns. Analyze metrics like website traffic, conversions, and engagement to understand the effectiveness of your marketing strategies.

Digital Marketing Mentoring

After training, mentoring is carried out to help businesses implement digital marketing strategies in a real and sustainable way. Here are some important aspects of this mentoring:

1. **Digital Marketing Strategy Assistance:**

Helping businesses develop digital marketing strategies that are in line with their target market, budget, and business objectives. Identifying the most effective marketing channels for a business, and setting priorities in managing campaigns.

2. **Website Optimization and SEO:**

Assisting businesses in conducting website audits and implementing SEO optimization techniques that have been learned. Assisting in improving website structure, optimizing page speed, and ensuring content is relevant to targeted keywords.

3. **Preparation and Execution of Paid Advertising Campaigns:**

Assisting in creating advertising campaigns on platforms such as Google Ads or Facebook Ads, and monitoring their performance periodically. Assistance in managing advertising budgets to be efficient and provide the best results.

4. **Social Media Management:**

Assisting businesses in planning and executing content strategies on social media consistently. Assisting in analyzing the performance of each post and making strategy adjustments based on engagement results.

5. **Email Marketing Management:**

Assist in the preparation of more personalized and segmented marketing emails, and help automate email campaigns. Help businesses monitor email campaign performance and create reports based on the data obtained.

6. **Evaluation and Adjustment:**

Continuous assistance in evaluating the results of the digital marketing strategy being implemented. Identifying areas that need improvement and developing adjustment steps to improve campaign performance.

With digital marketing training and mentoring, SMEs and other businesses can maximize the potential of the online market, strengthen branding, and increase sales. This approach is very suitable in today's digital era where online presence greatly influences business success.

CONCLUSION

Bamboo craft training is an important step in developing the potential of local resources and empowering communities. The main focus of this training is to improve the skills of craftsmen in processing bamboo into products with high economic value, such as furniture, handicrafts, and decorative items. The assistance provided to MSMEs has been maximized and effective. Business communication training and mentoring for MSMEs (Micro, Small, and Medium Enterprises) is very important in improving their communication skills, both internally and externally. Effective business communication can help MSMEs manage their teams better, build solid relationships with customers, and expand their business networks. MSMEs understand and start implementing during market testing (exhibitions). Human Resource Management training is designed to provide basic knowledge and skills in managing employees, from recruitment to career development. In this study, human resources were effective and efficient. Practical skills training in managing digital marketing campaigns, utilizing online tools and understanding digital consumer behavior has been practiced directly by entrepreneurs.

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