

STRENGTHENING MSMEs IN TABANAN THROUGH BEADED ACCESSORY CRAFT: PRODUCT DESIGN DEVELOPMENT AND DIGITAL MARKETING ASSISTANCE

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Abstract:

This community service program was conducted to support the development of micro, small, and medium enterprises (MSMEs), specifically Anasera, a beaded accessory craft business located in Tabanan Regency, Bali. Anasera sells its handmade products through offline art shops in the Tanah Lot tourist area but faces challenges in product design innovation and lacks an effective digital marketing strategy. These limitations reduce the business's ability to compete and grow, especially in the increasingly digital marketplace. The program focused on two main areas: (1) improving product design by providing training on color composition, trend adaptation, and uniqueness in handmade accessories, and (2) enhancing digital marketing skills through workshops on content creation, the use of social media platforms, and basic e-commerce management. After the implementation, Anasera demonstrated improved product presentation, created engaging promotional content, and began utilizing digital platforms to reach a wider audience. This initiative highlights the importance of combining creative design development with digital marketing to empower local MSMEs, particularly in tourism-driven areas, to improve their sustainability and competitiveness in both offline and online markets.

INTRODUCTION

Bali continues to be a premier international tourist destination, attracting over 6.3 million international visitors in 2024, surpassing pre-pandemic levels and marking a 19.5% increase from the previous year (Travel and Tour World, 2024). This surge in tourism presents significant opportunities for local micro, small, and medium enterprises (MSMEs), especially in the creative sector. Beaded accessories, known for their intricate designs and cultural significance, are among the popular handicrafts sought by tourists as souvenirs. These handmade products not only reflect the artistry but also contribute to the local economy by providing employment and preserving traditional crafts. However, many artisans face challenges in product design innovation and digital marketing, limiting their reach to a broader market. Addressing these challenges is crucial to enhance the competitiveness of MSMEs like Anasera, a beaded accessory business operating in Tabanan Regency, which currently sells its products offline in art shops around the Tanah Lot tourist area.

In the digital era, marketing strategies have shifted significantly from traditional methods to online platforms. Digital marketing plays a crucial role in expanding market reach and increasing consumer buying interest, especially for micro, small, and medium enterprises (MSMEs). Digital marketing has a positive influence on consumer purchase intention, indicating that the availability of information access, ease of transactions, and the effectiveness of promotional efforts through digital media—such as websites, web banners, and social networks—can encourage consumers to



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make purchases from the company (Hakiki, Sidanti, & Sulistiyowati, 2022). For creative product sectors such as handmade beaded accessories, digital platforms allow artisans to showcase the uniqueness of their products directly to potential customers.

In today's increasingly fast-paced market, price and technology alone are no longer sufficient; design must also be considered a critical factor that often provides companies with a competitive advantage (Kotler & Keller, 2009). Innovation and product design play a pivotal role in meeting changing consumer preferences and differentiating products in saturated markets. Among the factors examined, product innovation is identified as the primary contributor to competitive advantage (Noviani, 2020). A well-designed product not only improves aesthetic appeal but also enhances functionality, user experience, and brand identity. In the context of creative industries such as handicrafts, continuous design innovation is essential to adapt traditional elements into contemporary forms that resonate with modern tastes. This approach not only increases the perceived value of the product but also helps local businesses remain relevant and competitive in both domestic and international markets. In addition to digital marketing, product innovation is equally essential to meet evolving customer preferences and maintain relevance in a competitive industry. Creative updates in design, material combinations, color trends, and packaging can significantly enhance product appeal and perceived value. For Anasera, which currently relies solely on offline sales through art shops in the Tanah Lot tourist area, both product innovation and digital marketing are urgently needed.

Analysis of existing partner conditions. Anasera is an MSME based in Tabanan Regency that specializes in handcrafted beaded accessories such as bracelets, necklaces, and keychains. Since 2023, the business has operated an offline store targeting domestic tourists, specifically women, in the Tanah Lot tourist area. However, Anasera has not yet utilized digital marketing through social media or e-commerce platforms. With a strong potential for product design development, Anasera requires support in product innovation and digital marketing to expand its market reach and enhance competitiveness.

Issues of Needs. Despite the uniqueness and potential of its products, Anasera faces several key challenges that limit its growth and competitiveness. First, the business has not yet implemented digital marketing strategies, such as social media promotion or e-commerce utilization, which significantly restricts its market reach beyond walk-in tourists. In the current digital economy, online visibility and accessibility are crucial for sustaining and expanding small businesses, especially in areas highly influenced by tourism fluctuations. Second, Anasera's product designs have not undergone significant innovation or diversification. The lack of variation in styles, color schemes, and thematic concepts reduces the appeal of the products to a broader consumer base, including potential international buyers. Therefore, there is an urgent need for capacity-building initiatives focused on two main areas: (1) product design development to enhance creativity, uniqueness, and market relevance and (2) digital marketing training to improve promotional strategies, broaden customer reach, and enable online sales. Addressing these needs is essential for strengthening Anasera's business sustainability and empowering local creative industries in the region.).

METHODS

The community engagement program was conducted through a participatory and collaborative approach involving direct interaction with the owner of Anasera, an MSME located in Tabanan Regency, Bali. The objective of the program was to enhance Anasera's competitive



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advantage through product innovation and the application of digital marketing strategies. The implementation methods consisted of the following stages:

- a. **Problem Identification.** A preliminary assessment was conducted through interviews and field observation to identify Anasera's current challenges in product design and marketing. The assessment revealed a lack of product diversification and the absence of digital marketing efforts.
- b. **Product Design Development Workshop.** A series of workshops were carried out to introduce basic design principles, market trend analysis, and creative development of beaded accessories.
- c. **Digital Marketing Training.** Training sessions focused on practical skills for managing digital platforms, including Instagram and online marketplaces. The training covered content creation, product photography using smartphones, caption writing, and engagement strategies to attract and retain customers online.
- d. **Monitoring and Evaluation.** After the interventions, periodic follow-up was conducted to monitor progress and provide technical assistance. Improvements in product quality, variety, and digital engagement metrics (such as follower count and reach) were recorded to evaluate the effectiveness of the program.

RESULTS AND DISCUSSION

The community engagement activities conducted with Anasera yielded several positive outcomes that contributed to enhancing its competitive advantage. These outcomes were observed in two main areas: product innovation and digital marketing implementation.

Product Innovation and Design Improvement. Through the design development workshops, Anasera successfully created new variants of its beaded accessories. These included bracelets and necklaces with updated color palettes, thematic patterns inspired by Bali beaches and sceneries, and improved packaging that added value to the final products. The use of mood boards and trend analysis during the workshops enabled the owner to understand current market preferences, resulting in designs that were more appealing to both domestic and international tourists.

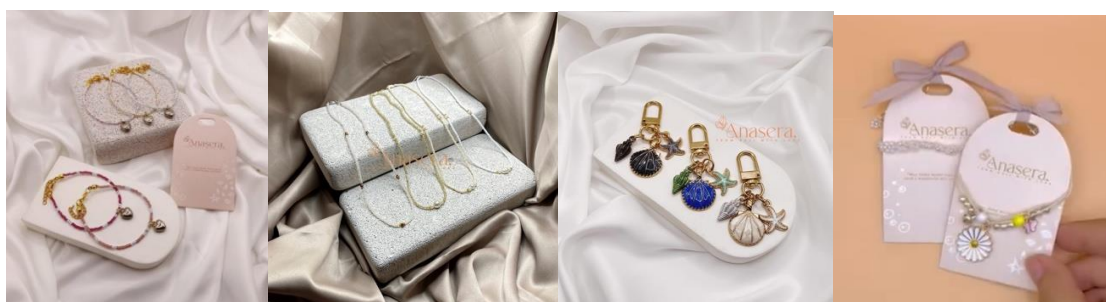


Figure 1. Anasera Newest Products and Packaging

Implementation of Digital Marketing. The digital marketing training led to the creation and activation of Anasera's official Instagram account, where product catalogs, behind-the-scenes content, and promotional materials were consistently uploaded. The business also began using the online marketplace platform (Shopee). Within 2 months after implementation, Anasera experienced a noticeable increase in online engagement. The Instagram account gained over 200 followers, and

several inquiries and orders were received through direct messages. Additionally, there was a shift in mindset from offline-only selling to an understanding of the value of digital visibility.

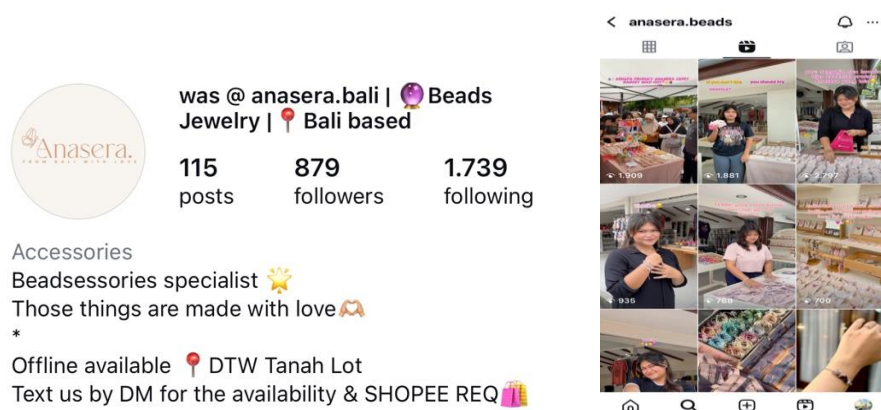


Figure 2. Anasera Instagram Account

Impact Analysis on Competitive Advantage. The integration of product design development and digital marketing has strengthened Anasera's competitive position in the local souvenir and handicraft market. The high-quality and unique content of digital marketing will enhance brand awareness and customer engagement, thereby facilitating marketing activities and enabling better responsiveness to customer needs (Yani et al., 2024). The innovations introduced have enhanced product differentiation, while the digital platforms have expanded market reach beyond the limitations of foot traffic in the Tanah Lot tourist area. These improvements align with the dimensions of competitive advantage – particularly product uniqueness, customer engagement, and market accessibility. The combination of these factors increases the likelihood of sustained business growth and long-term market relevance for Anasera.

CONCLUSION

The community engagement program carried out with Anasera, an MSME specializing in handmade beaded accessories in Tabanan, Bali, has demonstrated significant positive impacts in strengthening its business competitiveness. Through targeted interventions in product design development and digital marketing training, Anasera was able to improve the aesthetic quality and variety of its products while also expanding its market reach beyond the limitations of offline retail.

The introduction of new design concepts and improved packaging enhanced the perceived value of Anasera's products among tourists and local buyers. Simultaneously, the implementation of social media and digital platforms opened new opportunities for customer engagement, brand building, and online sales. These outcomes highlight the importance of innovation and digital presence for MSMEs operating in creative and tourism-related sectors. Continued support and mentoring are recommended to maintain the progress achieved and ensure that Anasera can sustain its growth in an increasingly competitive and digital-driven market environment.

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