

PRODUCTIVITY IMPROVEMENT STRATEGY THROUGH PARTICIPATORY APPROACH, DIGITAL MARKETING, AND OCCUPATIONAL SAFETY IN KNIFE CRAFTSMEN GROUPS IN SUKAWATI VILLAGE, GIANYAR

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Abstract:

The Swandya Prapen knife craftsmen group in Sukawati Village plays a significant role in the local home industry sector but faces challenges in marketing, occupational safety, and productivity. This community service program aimed to empower the craftsmen group by implementing digital marketing strategies, providing occupational health and safety (OHS) training, and utilizing a participatory approach to enhance their productivity. Activities included hands-on training, technical guidance, and collaborative evaluation based on the group's specific needs. The program successfully increased the craftsmen's ability to promote their knives through digital platforms, improved workplace safety practices, and fostered stronger teamwork within the group. As a result, the productivity and market competitiveness of the Swandya Prapen knife craftsmen improved significantly. In addition, the artisans became more aware of the importance of adopting personal protective equipment and maintaining a safe workspace to sustain their long-term health and performance. The participatory approach also encouraged more active involvement of members in decision-making, strengthening ownership and commitment to shared goals. This initiative highlights the effectiveness of combining digital tools, safety measures, and participatory methods in advancing the sustainability and growth of traditional knife-making communities while simultaneously preserving cultural heritage and empowering local economies.

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INTRODUCTION

Traditional knife artisan groups in Indonesia face various challenges, including limited production tools, a lack of digital marketing strategies, and declining interest in this cultural heritage among the younger generation (Setiawan et al., 2022) (Martins et al., 2020). Traditional crafts, including knifemaking, represent a priceless cultural heritage, reflecting skills, knowledge, and creativity that have been passed down through generations (Partarakis et al., 2025). However, the creative handicraft industry, particularly at the micro, small, and medium enterprise (MSME) level, often faces obstacles in implementing technology comprehensively from upstream to downstream, and faces challenges in adapting to digital market developments (Rosyady et al., 2022). This issue is exacerbated by the risk of extinction of ancient industrial techniques, traditions, and practices with high symbolic and historical value due to incompatibility with digital technology and the generation gap (Martins et al., 2020). Cultural transformation in cottage industries also serves as a trigger and determining factor for rural development, in line with Law No. 3 of 2014 concerning Industry, which defines industry as an economic activity that processes raw materials into value-added products (Lestari et al., 2021). This phenomenon reflects how local wisdom can become a foundation for



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community creativity, which in turn gives rise to creative industries that sell innovative ideas to generate income (Azizah & Muhfiatun, 2018). There are three aspects that are considered important and are the focus of the targets of this sector, namely digital marketing, occupational safety and health (K3) and the importance of the participation of each group member in advancing this sector.

Digital marketing is the use of digital platforms, such as social media and e-commerce, to promote and sell products more widely and efficiently (Setiawan et al., 2022). For home industries like the Swandya Prapen artisan group, digital marketing can open up significant opportunities to reach a wider market without geographical limitations, increase brand awareness, and streamline marketing costs (Wicaksono, 2023). Implementing digital marketing requires training so that business owners can utilize technology optimally (Syukri & Sunrawali, 2022).

Occupational Safety and Health (K3) is the primary foundation for creating a safe, healthy, and comfortable work environment, focusing on preventing workplace accidents and occupational diseases (Mambu & Saroinsong, 2020). The implementation of K3 is crucial in the home industry, particularly those engaged in knife processing, which poses a high risk of physical injury. K3 training aims to increase workers' awareness and skills in maintaining safety during the production process (Putri & Widjajati, 2021).

The participatory approach, often known as the participatory approach, emphasizes the active involvement of group members in the planning, implementation, and evaluation of activities (Nuraydah et al., 2023). In the context of developing a knife craftsman group, this approach helps strengthen solidarity, increase a sense of ownership, and generate solutions that meet the group's real needs (Duea et al., 2022). The participatory approach also supports sustainable empowerment because members are more motivated and accountable for the results achieved (Duea et al., 2022). Bali is known as the island of.

Bali is known as an island with deep local wisdom, so the local context in Bali allows for the exploration of synergies between modern technology and traditional practices in knife making, supporting the sustainability of cultural heritage and the local economy. (Laksmi & Arjawa, 2023). Sukawati Village, located in Gianyar Regency, Bali, is known not only as a center of arts and culture, but also as a center for traditional crafts, one of which is the typical Balinese knife craft produced by the Swandya Prapen Knife craftsman group. This household industry has high cultural value and is part of the local heritage that still survives to this day. However, amidst the advancement of the times and technological developments, these business actors face serious challenges in maintaining the sustainability of their businesses. The Swandya Prapen Knife Craftsmen Group, chaired by Mr. I Pande Ketut Suwandi, located on Jalan Gunung Agung Banjar Dlodpangkung, Sukawati Village, Gianyar, is one of the knife craftsmen communities that has been operating since 1998. Swandya Prapen produces several knife products such as kitchen knives in various sizes, blakas knives, pemetiks, keris with traditional Balinese designs and high aesthetic value. In the process of producing knife products, they still use traditional methods. Likewise, in its marketing process, Swandya Prapen still uses a conventional system through consignment sales, often known as a consignment system, to several shops in traditional markets located around their production house. Based on the analysis of partner situations in the field and based on the results of problem identification through field visits and interviews conducted by the team on Tuesday, February 4, 2025, there are several main issues faced by the Swandya Prapen Knife Craftsmen Group. First, the Swandya Prapen knife craftsmen group still uses very limited conventional marketing methods, so they experience obstacles in reaching a wider market. Increasing the implementation of digital marketing strategies can open up opportunities to introduce and market their knife products online. Second, the low understanding of the importance of occupational safety and health (K3) in the



production process, resulting in a high risk of work accidents. Third, the lack of participation of group members in decision-making and program planning, which can reduce the effectiveness and sustainability of activities.

The main challenges facing artisan groups are low productivity and limited marketing reach. Most artisans still market their products conventionally, limited to local markets or through intermediaries, resulting in suboptimal profit margins. Furthermore, the use of digital technology for marketing has not been maximized, both in terms of literacy and technical skills. In fact, in the current digital era, online marketing opens up significant opportunities to reach national and international markets, which will undoubtedly have a direct impact on increasing income. Furthermore, occupational safety and health (OHS) aspects are often overlooked in the production process. Knife-making carries a high potential risk due to the use of sharp tools and hazardous materials, yet most artisans lack adequate understanding and occupational protection. This not only risks artisan safety but can also reduce overall productivity and work quality. Given these conditions, a comprehensive and integrated intervention is needed, encompassing marketing, occupational safety, and a participatory empowerment approach. This participatory approach is chosen to actively involve artisans in problem identification, solution development, and program implementation. With active community involvement, it is hoped that this program will not only be a temporary activity, but will be able to encourage long-term and sustainable change.

Therefore, this community service aims to empower the Swandya Prapen Knife artisan group through three main interventions: strengthening digital marketing capacity, improving understanding and application of OHS principles, and developing a community-based participatory learning system. It is hoped that through these activities, the artisans can increase their productivity and business competitiveness, while maintaining the sustainability of their local culture-based home industry amidst the challenges of globalization.

Previous research shows that the integration of digital marketing, implementation of K3, and participatory approaches contribute positively to increasing industrial productivity and competitiveness. households (Burhanudin et al., 2022). Digital marketing expands the market, K3 improves production quality and continuity, while group participation encourages innovation and effective collaboration (Rosyady et al., 2022). Through the synergy of these three aspects, traditional knife craft entrepreneurs can optimize their potential for sustainable growth and deeper market penetration (Hidayati et al., 2018) (Sasa et al., 2021)

METHODS

This PKM activity uses a participatory approach that directly involves the Swandya Prapen knife craftsman group in Sukawati Village. This approach aims to empower partners through continuous socialization, training, mentoring, and evaluation. This activity was carried out in Br. Dlodpangkung, Sukawati Village, Gianyar. For an eight-month period from February to September 2025. The subjects of this activity were members of the Swandya Prapen knife craftsman group, which consists of 7 craftsmen with various age backgrounds and experiences. There are several stages in the implementation of this PKM activity which include data collection and Needs Analysis carried out with initial surveys and group discussions to identify needs related to digital marketing, K3, and member participation. Socialization and training include Training on the use of social media, marketplaces, and effective online promotion techniques according to the characteristics of knife products, technology application, mentoring and evaluation are carried out periodically to measure productivity increases, K3 implementation, and the effectiveness of digital marketing as well as program sustainability.



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RESULTS AND DISCUSSION

The PKM activity was opened by the group leader, I Pande Ketut Suwandi, and continued with a presentation of the material. The Swandya Prapen Knife Craftsmen Group plays a strategic role in preserving local cultural heritage that is threatened with extinction due to stalled regeneration. Their role also encourages the strengthening of a creative economy based on local wisdom, especially in Sukawati Village. As part of a hereditary tradition that has developed over centuries in Bali, traditional knife crafts are not only functional products but also rich in spiritual and aesthetic values that reflect the cultural identity of the Balinese people. The knives produced by Swandya Prapen are not only used in daily life, but also in traditional ceremonies and religious activities, making them an integral part of the Balinese socio-cultural system.

In the local economic context, artisan groups like Swandya Prapen also play a crucial role as community economic actors, creating jobs, increasing family incomes, and encouraging the growth of MSMEs in the metal crafts sector (Isalman et al., 2022). Production activities, which still utilize traditional techniques and are based on handicrafts, provide high added value, especially in the tourism market, which values unique and authentic products (Fauzan et al., 2022). Therefore, strengthening the capacity of artisan groups through digital marketing training is crucial for their survival and competitiveness amidst modernization and globalization (Yin & Sun, 2023). Beyond cultural and economic aspects, Swandya Prapen's role is also crucial in maintaining the continuity of the values of independence, mutual cooperation, and the regeneration of traditional skills. Efforts to encourage the younger generation to participate in these crafts are key to ensuring the continuity of traditions while encouraging product innovation to meet current market needs (Swarna et al., 2024). Thus, the Swandya Prapen traditional knife craftsmen group is not only a preserver of cultural heritage, but also an agent of social and economic change that is deeply rooted in Balinese local identity.

The implementation began with outreach. The community service team conducted a deeper problem mapping with partners using open interviews and focus group discussions (FGDs). Then, they conducted outreach related to Digital Marketing, Occupational Safety and Health (K3), and the Participatory Approach. This was followed by training, conducted in three main sessions. First, digital marketing training, covering creating business social media accounts and marketplaces (Instagram, Facebook, Shopee), product photography techniques using a mobile phone camera, writing engaging captions, and how to utilize marketplace platforms. Second, Occupational Safety and Health (K3) training, covering an introduction to work risks, the importance of using personal protective equipment (PPE), and finally, training on participatory decision-making in business management, increasing artisan involvement in business strategy discussions, product innovation, and joint marketing. After the training, partners were assisted in implementing digital marketing aspects. Partners began creating content and publishing knife products through the social media platforms they had created. The team also assisted partners in registering and starting to use social media platforms and marketplaces. This was followed by the implementation of occupational safety technology, which involved reorganizing the workspace layout to make it safer and more efficient, and using PPE such as hand protection, work goggles, and heat-resistant aprons, which were provided as a pilot project. Training on participatory decision-making in business management was also provided, increasing the involvement of artisans in discussions about business strategy, product innovation, and joint marketing.



In addition to counseling, the community service team also provided assistance in the form of knife production support tools to members of the Swandya Prapen group in the hope that it would help craftsmen improve the quality of their knife crafts, as well as motivate group members to continue to deepen their skills in improving the quality and quantity of their crafts and carry out good product marketing. In this activity, group members have understood and learned how to do good and structured digital marketing.

CONCLUSION

The ongoing Community Service Program (PKM) has had a positive impact on increasing the capacity, productivity, and independence of partners. Digital marketing training activities have successfully enhanced the knowledge and skills of artisans in utilizing social media, marketplaces, and content strategies to expand markets and enhance product competitiveness. Overall, this program has contributed to increased productivity, work efficiency, and the marketing potential of traditional Balinese knives, while strengthening business sustainability through technology-based collaboration

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