

EMPOWERING WANA KRIYA MSMES THROUGH UTILIZING LOCAL WOOD INTO DECORATION AND ACCESSORY PRODUCTS

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Abstract:

This community service program aims to empower the Wana Kriya MSME in Pering Village, Gianyar, Bali through the sustainable use of local wood to create economically valuable decorative and accessory products. The activities are carried out through several stages, including socialization, training in creativity and product design innovation, branding training, photography, product identity, and visual content. In addition, training is provided on digital marketing and social media utilization, MSME management, production, and entrepreneurship. The counseling and community empowerment program is carried out with the theme "Building MSMEs Based on Local Resources: Developing a Creative Economy and Sustainability Towards Creative and Competitive Villages." Appropriate technology support is realized through the provision of tools for cutting and finishing funded by a grant from the Directorate of Research, Technology, and Community Service, Directorate General of Research and Development, Ministry of Higher Education, Science, and Technology for Fiscal Year 2025. The application of digital information technology is carried out through the creation of promotional media on Facebook, Instagram, and marketplace integration. The results of the activities show an increase in the ability of partners to produce local wooden decorative and accessory products that are more creative, high-quality, and have a stronger visual identity and digital marketing strategy. This program encourages the development of the creative economy, sustainability, and competitiveness of Pering Village towards a creative village based on local resources.

INTRODUCTION

Pering Village, Gianyar, is an area with significant potential for developing wood-based craft products. The abundant availability of local wood creates opportunities for producing high-value decorative and accessory products. However, this potential has not been fully utilized. The products produced by the Wana Kriya MSME, a local business, tend to be conventional, lack variety, and face limitations in design and marketing strategies. Wood, as a commodity, can be utilized to produce craft products such as wooden decorations, household appliances, and woven wood fibers (Binarti, 2023). Furthermore, limited knowledge of branding, product photography, visual identity, and digital marketing is a major obstacle to expanding the market and increasing competitiveness.



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Technological advancements and changing consumer lifestyles require MSMEs to innovate in product design while strengthening their branding and digital marketing strategies. Local wood-based decorative and accessory products are not only required to be functional but also to represent aesthetic value, cultural identity, and emerging interior design trends. In the digital era, strong branding and product presence on social media platforms and marketplaces are crucial factors in increasing market access and attracting new consumers.

Based on these conditions, this community service program is designed to empower the Wana Kriya MSME through the sustainable use of local wood to create economically valuable decorative and accessory products. This community service program aims to provide coaching and mentoring to streamline the production process, enabling them to produce high-quality and high-quantity sculptures from various types of wood to improve the welfare of both the business and the surrounding community (Suardani and Pancane, 2021). The approach is implemented through a series of systematic activity stages. First, community service activities are socialized to provide an understanding of the importance of design innovation and marketing strategies. Second, training in creativity and product design innovation is aimed at improving partners' skills in developing a variety of local wood-based decorative and accessory products.

Furthermore, training in branding, product photography, visual identity creation, and digital content relevant to modern visual communication strategies is provided. These efforts are expected to strengthen the product image and establish the identity of Wana Kriya MSMEs in both local and global markets. Furthermore, digital marketing and social media utilization training is provided to support market expansion through Facebook, Instagram, and marketplace platforms. These activities are combined with training in MSME management, production, and entrepreneurship to enable partners to manage their businesses more professionally and sustainably.

Program support includes not only training but also the provision of appropriate technology to strengthen production capacity. The grant, provided by the Directorate of Research, Technology, and Community Service, Ministry of Higher Education, Science, and Technology, for the 2025 Fiscal Year, focused on the procurement of cutting, drying, and finishing equipment. MSME empowerment efforts are the responsibility of local governments to support the economic independence of business actors (Fadhilah and Prathama, 2023). The provision of these tools aims to improve product quality, accelerate the production process, and increase business efficiency. With the support of adequate production and maintenance facilities, the quality and quantity of production can be increased (Endarwati, 2019).

By having this program, it is hoped that Wana Kriya MSMEs will be able to produce more innovative, high-quality, locally sourced wood-based decorative and accessory products with a strong visual identity. Furthermore, mastery of digital marketing will open broader market access, thereby increasing competitiveness at the regional and national levels. This program also serves as a model for empowering MSMEs based on design and appropriate technology that can be replicated in other villages, thereby strengthening Bali's position as a center for a creative economy based on local wisdom. Through the Community Partnership Program, product quality and capacity can be improved, wood waste can be successfully processed into economically valuable products, and marketing opportunities will expand (Sulistiyono, 2022).

METHOD

This community service program implements a participatory approach, actively involving Wana Kriya's MSME partners in every stage of the activity. The implementation phase consists of five main parts: outreach, training, technology implementation, mentoring and evaluation, and program sustainability.

a) Outreach

The initial phase involved community outreach and empowerment with the theme "Building MSMEs Based on Local Resources: Developing a Creative Economy and Sustainability Towards Creative and Competitive Villages." This activity aimed to provide an understanding of the importance of sustainably utilizing local wood and creative economy opportunities through case studies of wood processing into marketable products.

b) Training

Training was provided in four main areas: production, MSME management, and entrepreneurship to improve business efficiency and competitiveness; digital marketing and the use of social media to expand market reach; creativity and innovation in product design for decorative and wooden accessories and branding; photography, product identity, and visual content creation to strengthen product image and appeal. This is supported by similar research, which indicates that innovation is a critical factor for the sustainability of wood waste-based craft MSMEs. Therefore, SMEs need ongoing training to strengthen these capabilities (Simamora et al., 2025).

c) Technology Application

Appropriate technology is implemented through the provision of production equipment such as multipurpose drying ovens, chain saws, sliding cut-off saws, compressors, bench drills, hand grinders, nail guns, bench sanders, and paint sprayers. Information and digital technology is implemented through the development of promotional media through Facebook and Instagram, as well as integration with marketplaces to support online marketing.

d) Mentoring and Evaluation

Mentoring is carried out by making the Wana Kriya group an IDB Bali-assisted MSME, thus establishing a sustainable relationship between partners and the institution. Evaluation is carried out through internal monitoring and evaluation activities by the IDB Bali community service team to assess the effectiveness and achievements of the program.

e) Program Sustainability

The sustainability program focuses on strengthening community capacity in processing wood creatively and economically. One example is the utilization of leftover wood from door and window frame production businesses to make handicrafts such as cell phone holders (Untari et al., 2022). Collaboration with village governments, educational institutions, and youth involvement are key strategies for maintaining program continuity. Furthermore, the implementation of the circular economy concept is expected to strengthen environmental values while increasing the competitiveness of local MSMEs.

By having these stages, this implementation method is designed to ensure the sustainable empowerment of Wana Kriya MSMEs, both in terms of production and marketing, as well as strengthening the creative economy ecosystem in Pering Village, Gianyar, Bali. This community service activity aims to encourage the community to optimize the use of existing resources as a source of income, thereby improving the economy and welfare (Pamungkas et al., 2019). The Research Methods section clearly explains how the research was conducted. The research should include the methods used, samples, research location, and analytical tools.



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RESULT AND DISCUSSION

The community service program implemented in Pering Village, Gianyar, Bali, focuses on empowering the Wana Kriya MSME through the sustainable use of local wood. This MSME has significant potential in processing wood into economically valuable decorative products and accessories, but still faces various limitations in technology, management, and marketing strategies. Therefore, this program is designed to increase the capacity of partners through a holistic approach that includes skills training, technology support, branding, and digital marketing.

The initial phase, a socialization campaign, held on May 31, 2025, serves as a crucial foundation for building awareness among the community and MSMEs regarding the importance of sustainable local resource management. This socialization activity effectively motivated partners to not only produce goods but also create added value through product design, quality, and image. Thus, MSMEs are directed to shift from traditional production patterns to developing creative products with greater competitiveness.



Figure 1. Community Service Program Socialization

Source : Authors' Documentation, 2025

The training focused on strengthening both technical and non-technical skills. In the area of product design creativity and innovation, participants were trained to produce more varied decorations and accessories in line with market trends. The training was held on July 12, 2025. This approach has been proven to help increase product appeal, as unique and contextual designs have a greater chance of being accepted by consumers, both in local and global markets. The results of this training demonstrate that practice-based methods are effective in developing new skills in the creative economy (Sopanah et al., 2024).



Figure 2. Training of Creativity and Innovation for Product Design of Decoration and Accessory
Source : Authors' Documentation, 2025

Furthermore, training on branding, photography, product identity, and visual content on July 25, 2025, is crucial for building a product's image. Training results demonstrated that partners were able to create simple logos, more attractive packaging, and better-quality product photos for promotional purposes. This aspect provides significant added value because visual imagery plays a significant role in consumer purchasing decisions, particularly in the context of digital marketing.



Figure 3. Training of Branding, Photography, Product Identity and Visual Content
Source : Authors' Documentation, 2025

In addition to design aspects, MSMEs are also provided with training in business management, production, and entrepreneurship. This material aims to strengthen internal management for a more structured business, from simple financial record keeping and production planning to business development strategies. With improved managerial skills, it is hoped that MSMEs will be able to improve their efficiency and sustainability. To expand product marketing,



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the community service program is implemented through training and mentoring in digital marketing management using interviews, discussions, coaching, and evaluation approaches (Ismanto et al., 2024).

In the marketing context, training in digital marketing and social media utilization is a primary focus. Partners are introduced to promotional techniques through Facebook and Instagram, as well as how to integrate products into marketplaces. Mastery of digital media is highly relevant to the needs of the modern market, where consumers increasingly search for products through online platforms. As a result, partners demonstrate improved skills in managing social media accounts, creating promotional content, and responding to potential customers more professionally. Strengthening branding strategies and expanding marketing can be achieved by optimizing social media and websites (Suwardiyanto et al., 2022).



Figure 4. Training of Digital Marketing & Utilizing Social Media
Source : Authors' Documentation, 2025

One of the main obstacles faced by Wana Kriya MSMEs is limited production equipment. Through this program, partners received appropriate technology assistance in the form of a multi-purpose drying oven, a chain saw, a sliding cut-off saw, a compressor, a bench drill, an electric hand grinder, a nail gun, a bench sander, and a paint sprayer. The equipment was delivered on August 16, 2025.



Figure 5. Equipment Acceptance
Source : Authors' Documentation, 2025

The provision of this equipment significantly improves production quality, particularly in the finishing aspect, which was previously done manually, resulting in time constraints and inconsistent results. Now, the resulting wooden decorative and accessory products are more polished, more durable, and have a higher selling price. The application of technology, such as sawing and grinding machines, can increase production and improve product quality during finishing (Wiyono et al., 2021). Furthermore, the application of digital technology in the form of online promotional media also supports strengthening marketing aspects. With marketplace integration, MSME products are not only marketed locally but also have the opportunity to reach a wider consumer base.



Figure 6. Technology Implementation through Facilities Providence
Source : Authors' Documentation, 2025

The mentoring program involved appointing Wana Kriya MSMEs as IDB Bali partners. This approach ensures that the empowerment process does not stop after the training but continues with long-term support. Through mentoring, partners can consult regularly regarding challenges faced



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in production and marketing. Evaluation was conducted through internal monitoring and evaluation by the IDB Bali community service team. The evaluation results showed significant improvements in three key aspects: (1) product quality and variety, (2) branding and digital promotion capabilities, and (3) improved business management. This demonstrates that the combination of training, technological support, and mentoring can produce real change in MSME empowerment.

Program sustainability is a crucial aspect of community service. MSME business development is directed toward a productive, information-technology-based economy to ensure sustainable income and business diversification (Raharja et al., 2017). Through this activity, the capacity of the Pering Village community, particularly Wana Kriya MSMEs, was strengthened in processing local wood creatively and economically. The resulting impact is not only economic but also social and environmental. Economically, MSMEs are able to produce products with higher sales value, thus opening up opportunities to increase community income. Socially, this program encourages the active involvement of the younger generation in creativity and entrepreneurship. Environmentally, the sustainable use of local wood supports the principles of a circular economy, which emphasizes wise resource management. For example, wood waste left over from the production process has the potential to be repurposed into useful and valuable products, such as portable notebook stands (Anam et al., 2023). Collaboration with various parties, such as village governments, educational institutions, and creative communities, is also a crucial strategy for maintaining the program's sustainability. With a broader network, Wana Kriya MSMEs have a greater opportunity to develop as part of Bali's creative economy ecosystem.

Overall, the program's results demonstrate that interventions based on training, technology, and digitalization can increase the competitiveness of MSMEs. The resulting decorative and accessory products now have a stronger visual identity, better quality, and marketing strategies relevant to the digital era. A key lesson from this activity is that MSME empowerment cannot be achieved solely through the provision of capital or equipment. It must be accompanied by increased human resource capacity, strengthened marketing strategies, and ongoing mentoring. This holistic approach makes the program more effective in creating long-term impact.

CONCLUSION

A community service program implemented in Pering Village, Gianyar, Bali, successfully empowered the Wana Kriya MSME through the sustainable use of local wood to create economically valuable decorative products and accessories. The approach used included socialization, training, the application of appropriate technology, mentoring, and mutually supportive evaluation.

The results of the activity demonstrated significant improvements in partners' capabilities in various aspects, including creativity and innovation in product design, strengthening identity and visual image, mastery of digital marketing strategies, and managerial skills in running the business. The support of modern production equipment also significantly improved the quality of the products, particularly in terms of precision, neatness, and product competitiveness.

From a sustainability perspective, this program had a positive impact not only on increasing economic income but also on community social empowerment, youth engagement, and wise management of natural resources through the concept of a circular economy. Collaboration with the village government, educational institutions, and creative communities also strengthened the MSME ecosystem in Pering Village. Therefore, this program can be concluded as effective in encouraging Wana Kriya MSMEs to become more independent, creative, and competitive, while



contributing to the development of the creative economy and environmental preservation based on local resources.

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