

ENHANCING THE CREATIVE ECONOMY POTENTIAL THROUGH THE EMPOWERMENT OF VISUAL ART ENTREPRENEURS: A CASE STUDY OF MSMES IN BONA VILLAGE, BLAHBATUH DISTRICT, GIANYAR REGENCY

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Abstract:

This community service activity was conducted under the Community-Based Empowerment (PBM) scheme, focusing on assisting creative visual art MSMEs (Micro, Small, and Medium Enterprises) of ARTPM BALI located in Bona Village, Blahbatuh Subdistrict, Gianyar Regency. These enterprises face several fundamental challenges, particularly in production management, marketing, and financial management. The program's activities included providing production equipment (such as sewing machines, grinders, drill bits, and other supporting tools), training on the use of digital marketing technology through social media and e-commerce platforms, production management training, and the introduction of simple financial recording applications to support better cash flow management. The implementation of the program has shown positive outcomes. In the production sector, partners have improved work efficiency and product quality through the use of new equipment. In marketing, partners have become more active in promoting their products via social media and are exploring marketplace platforms as distribution channels. In financial management, partners have started to record daily transactions using digital applications, resulting in better cash flow control. Overall, this ongoing community service initiative has successfully enhanced the partners' capacity to manage their businesses in a more modern and professional manner. Active participation of the partners in every stage of the program has been a key factor in its success. However, further stages are still required, particularly in providing continuous mentoring, strengthening branding, and conducting implementation monitoring to ensure long-term and sustainable impacts.

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INTRODUCTION

Bali is a province renowned for its distinctive customs, arts, and cultural heritage. It is home to thousands of micro, small, and medium enterprises (MSMEs) engaged in various sectors, particularly in arts and crafts. These creative industries include sculpture, painting, textiles, mask making, and other traditional crafts that not only provide income for local communities but also contribute significantly to Bali's tourism appeal. Beyond serving as an alternative source of employment, MSMEs also play a vital role in driving Indonesia's economic growth [1].

According to data from Satu Data Indonesia (SDI) for 2023, tens of thousands of MSMEs have developed across every regency in Bali (Table 1). Among the three business categories—micro, small, and medium enterprises—the micro category dominates in terms of number [2]. Based on Law of the Republic of Indonesia No. 20 of 2008 on Micro, Small, and Medium Enterprises, a micro enterprise is defined as a productive business owned by an individual or individual business entity



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with net assets not exceeding IDR 50,000,000 (excluding land and building), or an annual sales turnover not exceeding IDR 300,000,000 [3].

Table 1. The Number of MSMEs in Bali Province Based on Business Criteria in 2023

Regency	Micro	Small	Intermediate
Jembrana Regency	59.743	1	1
Tabanan Regency	40.859	5	3
Badung Regency	25.894	23	8
Gianyar Regency	46.914	10	0
Klungkung Regency	17.295	0	0
Bangli Regency	29.497	11	2
Karangasem Regency	33.053	2	2
Buleleng Regency	66.862	6	2
Denpasar City	69.445	42	4

With their unique artistic and cultural value, Balinese craft products have gained popularity not only in local markets but also nationally and internationally. Local culture-based MSMEs in Bali demonstrate that innovation is closely linked with promotion, and this entrepreneurial behavior contributes positively to the preservation of local culture since their products are deeply rooted in cultural identity [4]. Therefore, continuous efforts are needed to sustain and strengthen this sector as an integral part of Bali's economy and cultural heritage.

One of the regions in Bali famous for its artistic traditions is Gianyar Regency. In 2019, Gianyar was designated as one of Indonesia's Creative Regencies with Global Appeal by the Creative Economy Agency (Badan Ekonomi Kreatif/Bekraf) due to its strong potential in performing arts, crafts, and culinary creativity [5]. To support the preservation of local arts and culture, this community empowerment program focuses on developing creative visual art MSMEs in Gianyar, particularly the enterprise ARTPM BALI. Established in 2022 in Bona Village, Blahbatuh Subdistrict, Gianyar, ARTPM BALI specializes in mask-making and design, playing an essential role in maintaining traditional Balinese mask-making practices used in ceremonial and religious rituals. Initially focusing on mural design, digital design services (logos, digital illustrations, posters), and mask production, ARTPM BALI shifted its main activities in early 2023 toward producing traditional Balinese masks and Bali-themed merchandise.



Figure 1. ARTPM BALI Products

Training. Training sessions are provided on business-related topics such as production management, digital marketing, and financial management. The training materials are tailored to the partner's needs in order to enhance their business competitiveness. These sessions involve qualified resource persons who are experts in the respective fields and who deliver strategies designed to address the partner's challenges. The training participants consist of the partner and their team members. The workshop method is employed to ensure active participation, enabling participants to practice what they have learned after the presentations directly.

Technology Application. The application of Science, Technology, and Arts (IPTEKS) in the empowerment of MSME partners aims to improve productivity, efficiency, and business competitiveness. Technology integration in this program addresses the partner's key challenges in production, marketing, and financial record-keeping. This includes providing technologically supported production equipment, conducting training and mentoring sessions on the use of e-commerce platforms and social media for market expansion, and introducing accounting applications for financial management. After participating in workshop-based training, the partner is guided by the project team in implementing the newly acquired knowledge and skills in practice.

Assistance and Evaluation. Intensive mentoring is provided to ensure that the implementation of the strategies is beneficial for the MSME partner. Periodic evaluations are conducted through monitoring the progress of production and marketing activities. The partner submits business progress data throughout the program and receives constructive feedback from the project team.

Program Sustainability. The partner is encouraged to continue innovating and to participate in follow-up training to enhance business competitiveness. Partners with diverse product lines and strong potential for developing related products are prioritized in the program's sustainability phase. This approach ensures that partners continue to innovate and expand their market reach.

RESULTS AND DISCUSSION

The implementation of the community service program in collaboration with the MSME ARTPM BALI represents a concrete step in supporting the sustainability of local enterprises amid the increasingly competitive creative industry. As one of the MSMEs in Gianyar, Bali, ARTPM BALI possesses significant potential in producing high-value artistic crafts; however, it continues to face several challenges related to production, marketing, and financial management. Through this mentoring program, a series of practical and applicable efforts were undertaken to help the partner improve efficiency, expand market reach, and manage its business more professionally.

Production Management

Through this community service activity, several training sessions, mentoring activities, and practical implementations were carried out, as described below:

Training and Mentoring on Production Efficiency. The team provided training on effective operational management, including production planning, scheduling, and cost control, to reduce idle time and improve workflow.



2. **Introduction to E-Commerce Platforms and the Use of Google Business.** The partner was trained to create an online store account on marketplace platforms and to integrate promotional efforts through social media. In addition, the partner was guided to update their business information on Google Maps to make it easier for potential customers to find the business location and to strengthen their brand image through customer reviews on Google Reviews.



Figure 5. Digital Marketing Training and Mentoring

In terms of digital marketing management, the partner began to understand the importance of digital-based promotional strategies and started regularly updating social media content. Improvements were made in the form of higher-quality product photos, more appealing product descriptions, and scheduled uploads to ensure consistent and targeted promotion. Moreover, the partner began to optimize the use of e-commerce by opening an online store on marketplace platforms and integrating it with their business's social media accounts. This initiative created opportunities for ARTPM BALI products to reach a broader audience — extending beyond the local market to the national level.

Furthermore, the partner was encouraged to optimize the use of Google Reviews by registering the business location, updating the business profile, and inviting customers to leave positive reviews. These efforts helped enhance the business's visibility on search engines and increased potential customers' trust in the quality of the products offered. Overall, the implementation of these digital marketing strategies has helped the partner strengthen brand image, expand market reach, and improve business competitiveness amid the increasingly tight competition within the craft industry.

Financial Management. The financial management system of ARTPM BALI was previously very simple and inconsistent, with no detailed cash flow records, making it difficult to determine the actual financial position of the business. The solutions provided through this community service program included the following activities:

1. **Training on Basic Financial Record-Keeping.** The partner was trained to use both manual bookkeeping formats and user-friendly smartphone-based financial recording applications.

recording applications has enabled the partner to manage its finances in a more organized, transparent, and professional manner.

The active participation of the partner in every stage of the program was a key factor in the success of this initiative. The partner not only received assistance but also demonstrated strong enthusiasm for learning, experimenting, and applying the technologies and innovations introduced. This indicates that the community service program functioned not merely as a temporary intervention but as a sustainable empowerment process.

Based on these outcomes, this community service program has successfully enhanced ARTPM BALI's capacity in terms of productivity, competitiveness, and business sustainability. Moreover, it serves as a relevant empowerment model for other MSMEs facing similar challenges.

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