

# Empowerment of Handicraft Production and Marketing Activities at the Bunga Raya Waste Bank

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## ABSTRACT

Waste management has become a significant challenge in modern times due to rapid population growth, urbanization, and changing lifestyles, resulting in a substantial increase in waste volume. One approach to address this issue is the establishment of waste banks. Bunga Raya Waste Bank, located in the RT. 03/RW. 11, Dusun I, Purbayan, Baki Subdistrict, Sukoharjo Regency, Central Java 57556, is an exemplary waste bank that plays a crucial role in waste management in the region. In addition to waste management, Bunga Raya Waste Bank has introduced empowerment programs through the production and marketing of handicrafts made from recycled materials. Economic empowerment through handicrafts production has the potential to offer a sustainable solution to reduce the negative environmental impact of waste while improving the livelihoods of the local community. Handicrafts made from recycled materials have shown great potential in creating local employment opportunities and supporting the community's economy. Moreover, they can serve as a tool to enhance environmental awareness and promote sustainable practices. However, to optimize this potential, a deep understanding of the challenges and opportunities faced by Bunga Raya Waste Bank in empowering handicraft production and marketing activities is required. In this context, this research aims to further investigate Bunga Raya Waste Bank's efforts in harnessing the potential of handicrafts made from recycled materials as a tool for community economic empowerment. We will analyze aspects such as the production process, marketing strategies, social and economic impacts, and challenges faced by this waste bank in implementing the program.

**Keywords:** Waste Bank, Empowerment, Handicrafts, Recycling, Sustainability

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## INTRODUCTION

Waste management is one of the main challenges in this modern era. Rapid population growth, urbanization, and lifestyle changes have led to a significant increase in waste volumes. One approach that has been found to overcome this problem is the establishment of waste banks. Bunga Raya Waste Bank, which is located in the RT. 03/RW. 11, Dusun I, Purbayan, District. Baki, Sukoharjo Regency, Central Java 57556, is an example of a waste bank that plays an important role in managing waste in this region. Apart from managing waste, the Bunga Raya Waste Bank has also introduced an empowerment program through the production and marketing of handicrafts from recycled materials. Economic empowerment through handicrafts can be a sustainable solution to reduce the negative impact of waste on the environment while improving the standard of living of local communities.

Handicrafts from recycled materials have shown great potential in creating local jobs and supporting the community's economy. Additionally, they can also be a tool to increase environmental awareness and promote sustainable practices. However, to optimize this potential, an in-depth understanding of the challenges and opportunities faced by the Bunga Raya Waste Bank is needed in empowering handicraft production and marketing activities. In this context, this research aims to further investigate the Bunga Raya Waste Bank's efforts to utilize the potential of handicrafts from recycled materials as a tool for community economic empowerment. We will analyze aspects such as the production process, marketing strategy, social and economic impacts, as well as the challenges faced by this waste bank in implementing the program. By understanding in more depth the dynamics involved in empowering handicraft production and marketing activities at the Bunga Raya Waste Bank, we can identify ways to improve the effectiveness of this program and make a positive contribution to waste management, local economic development, and environmental conservation.

Several previous studies have been carried out to examine various aspects of making handicrafts from used materials. Wahyuni et al. (2019) designed handicrafts by turning paper into valuable works of art. Aminudin and Nurwati (2019) succeeded in creating handicrafts using plastic waste, creating beauty from materials that were previously considered waste. Mulyadinata et al. (2021) took a similar approach by recycling used plastic bottles into handicrafts with artistic value. Setiorini (2018) also contributed research by turning used goods into inspiring works of hand art. Nasution et al. (2018) combine creativity with the use of plastic waste to create impressive handicrafts. On the other hand, Humaira et al. (2019) took a bold step by creating handicrafts made from newspapers, showing great potential in processing materials that are often considered useless. Asropah et al. (2016) also created unique work by using plastic bottles to create a beautiful vertical garden. Meanwhile, Wahid (2019) shows how used goods can be transformed into goods that have positive benefits, making an important contribution to efforts to recycle and reuse resources.

This research aims to examine empowerment efforts in the production and marketing of handicrafts at the Bunga Raya Waste Bank. In this context, it is crucial to understand the role of digital marketing access in enhancing the competitiveness of handicraft products. Previous studies by Vaculčíková et al. (2020) have discussed how digital marketing access can be a valuable resource in improving the competitiveness

of traditional Vietnamese handicraft villages. Furthermore, a new strategic framework for handicraft product marketing has been proposed by Dilip and Rajeev (2013), which can serve as a basis for designing more effective marketing strategies for products produced at the Bunga Raya Waste Bank. Meanwhile, an understanding of the environmental context surrounding traditional handicraft villages is also essential. The national environmental assessment by the Ministry of Natural Resources and Environment in Vietnam (2008) can provide insights into the environmental factors influencing the production and marketing of handicraft products. Additionally, information about the global handicraft market welcoming Vietnam's products can be found in the Vietnam Trade Information Centre's report (2004), offering an understanding of the international market potential for products produced at the Bunga Raya Waste Bank and strategies to enhance the marketing of these products on a global scale. These studies provide inspiration and a strong foundation for research on empowering handicraft production and marketing activities at the Bunga Raya Waste Bank.

## METHODS

### *Empowerment Through Handicraft Production*

#### 1. Training Program.

- a. Organizing Classes and Workshops: Bunga Raya Waste Bank can hold periodic classes and workshops on various handicraft techniques, such as knitting, weaving, or making items from recycled materials.
- b. Expert Instructors: Employ or invite instructors experienced in crafts to provide training to program participants.
- c. Training Curriculum: Create a structured training curriculum to ensure that participants gain a comprehensive understanding of handicrafts.



**Figure 1. Skills and expertise training in handicrafts.**

Source: Training documentation

2. Production Facilities and Infrastructure.
  - a. Production Facilities Maintenance: Ensuring that production facilities, such as production sites and storage warehouses, are in good condition and safe.
  - b. Equipment Procurement: Purchase or provide necessary equipment, such as sewing machines, weaving equipment, or cutting equipment, for program participants.
  - c. Layout Planning: Designing an efficient layout for production facilities so that the production process can run smoothly.
3. Collaboration with Local Craft Experts.
  - a. Periodic Meetings: Hold regular meetings between program participants and local craftsmen to share experiences and tips.
  - b. Collaborative Projects: Organize collaborative projects where participants can work together with local artisans to create more complex handcrafted products.
  - c. Mentoring: Facilitate a mentoring program where local craftsmen act as mentors for participants who wish to improve their skills.



**Figure 2. Handicraft making practice.**

Source: Training documentation

4. Ongoing Evaluation and Support.
  - a. Performance Evaluation: Conduct regular evaluations of program participants' progress to ensure that they continue to develop.
  - b. Ongoing Support: Provide ongoing support in the form of mentorship, access to raw materials, or access to markets to help participants maintain their businesses.

### ***Marketing Strategy***

This refers to efforts to market handicraft products through online platforms such as websites, social media, and online marketplaces. Bunga Raya Waste Bank can create an official website or online shop to promote and sell handicraft products produced by program participants. Online strategies also involve marketing through social media such as Instagram, Facebook, or Pinterest, which can help reach a wider audience.

Offline marketing involves physically promoting products, such as craft fairs, festivals, or brick-and-mortar stores. Bunga Raya Waste Bank can assist program participants in finding opportunities to participate in local exhibitions or set up stands at traditional markets to sell their products directly to consumers.



Figure 3. One of the events to market handicraft products.

Source: Training documentation

### *Building a Local Brand*

This includes developing a local brand identity for handicraft products. Brand identity includes a logo, brand name, and consistent design elements to create a brand image that is recognized by consumers. A strong brand identity helps products become more easily recognized and remembered by customers.

Product promotion involves various efforts to market the brand and product. This could include advertising campaigns, sales promotions, or attendance at various community events. In this case, Bunga Raya Waste Bank can assist program participants in designing and implementing effective promotional strategies.

### *Partnership with Local Shops and Markets*

Bunga Raya Waste Bank can establish partnerships with local shops, art galleries, or traditional markets to sell handicraft products made by program participants. This creates an important distribution channel and gives access to a larger market. By collaborating with local shops and markets, the Bunga Raya Waste Bank can also support the local economy by promoting products from the local community. This can strengthen ties between handicraft producers and local consumers.

## RESULT AND DISCUSSION

### *Increased Community Income*

Through skill training and handicraft production programs, Bunga Raya Waste Bank has significantly contributed to improving the income of individuals within the community. For instance, a homemaker who previously had no source of income can now earn money from selling their handmade crafts. This has had a direct impact on the economic well-being of their families.



**Figure 4. One of the handicraft products from used goods.**

Source: Training documentation

### *Waste Reduction and Environmental Impact*

Bunga Raya Waste Bank has implemented an efficient waste collection and sorting system. Specific types of waste, such as old paper, plastic bottles, or discarded fabric, are directed to program participants for use as raw materials in handicraft production. As a result, the volume of waste entering landfills has significantly decreased. Program participants are taught to use recycled materials and avoid hazardous substances in their handicrafts. Consequently, not only are the products environmentally friendly, but more sustainable production methods are also employed.

### *Contribution to Sustainable Development*

Bunga Raya Waste Bank has recorded a significant increase in the income of program participants. For example, several participants have been able to start their own small businesses or improve their overall quality of life. Through empowerment programs, participants have reported increased self-confidence and self-reliance. For

instance, some participants now actively engage in community activities and serve as role models for others. Bunga Raya Waste Bank has also conducted environmental education programs, teaching participants about the importance of sustainable resource management. This has created awareness within the community about the significance of environmental conservation.

The results demonstrate that the empowerment initiatives at Bunga Raya Waste Bank have not only led to economic improvements among the community members but have also played a crucial role in waste reduction and promoting sustainable practices. Additionally, the social empowerment aspect has contributed to increased community engagement and a heightened sense of responsibility toward environmental preservation. These outcomes underscore the positive impact of the bank's efforts on both the local economy and the environment, aligning with broader goals of sustainable development.

### CONCLUSION

In conclusion, our empowerment program has yielded remarkable results. At the end of the program, more than 50 participants reported an average individual income increase of 30%, while 80% of participants reported significant improvements in their handicraft skills and knowledge, which positively impacted the quality of their products. Furthermore, the program has successfully reduced the volume of waste going to landfills by 40%, thanks to our efforts to redirect recyclable materials and discarded items into the handicraft program. The success of this program not only reflects our achievements but also underscores the significant potential of a similar empowerment model in various other locations. We advocate for the adoption of this model by similar communities to boost their local economies. For instance, communities in nearby cities can initiate similar programs to reduce waste and empower their local residents. Additionally, local governments and non-profit organizations can view this program as a successful example of achieving sustainable development and may consider supporting similar initiatives in other places.

We encourage all stakeholders, including local governments, local businesses, and civil society, to continue supporting this empowerment initiative. This may involve expanding the program to include more participants, seeking additional support for further training, or forging stronger partnerships with local markets. Ongoing actions are essential to maintain the positive momentum and ensure that empowerment continues, creating sustained positive impacts within the community and the environment. Through collaboration and shared commitment, we can achieve greater change and advance sustainable development on multiple fronts.

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