

Community Empowerment of Gunung Anyar Village Through Ecoprinting Training and Introduction to Digital Marketing

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Abstract

Gunung Anyar Village is one of the villages in Surabaya with an area of 4.41 km². The surrounding environment has a lot of vacant land which is eventually overgrown by shrubs and weeds. The devotee then sees this as potential that can be utilized. And eco printing training and introduction to digital marketing are considered to be able to maximize the potential possessed by Gunung Anyar Village. The stages of empowerment activities in the form of eco printing training are carried out in 3 stages; 1) Empowerment planning stage, 2) Activity preparation stage, 3) Activity implementation stage. The technique used in training is the pounding technique applied to the tote bag. Based on empowerment activities through eco printing training and introduction to digital marketing that has been carried out to mothers of Gunung Anyar RT residents. 04 has benefits or advantages, namely, community mothers can fill their free time by doing useful activities, one of which is by doing eco skills printing independently and can use it as a source of income.

Keywords: Ecoprinting, digital marketing, and empowerment

INTRODUCTION

Gunung Anyar Village is one of the villages in Surabaya with an area of 4.41 km². In addition, Gunung Anyar Village is also the most populous area with 10,886 inhabitants and is dominated by women of productive age. The surrounding environment has a lot of vacant land which is eventually overgrown by shrubs and weeds. The devotee then sees this as potential that can be utilized. Foliage that thrives in the surrounding environment can be processed into something that has aesthetic elements (Khasani et al., 2021). From this phenomenon, eco printing is considered to be able to maximize the potential possessed by Gunung Anyar Village.

The eco printing training was chosen because the waste generated from production is environmentally friendly and does not contain hazardous materials that can pollute the environment, both solid waste and liquid waste. In addition, eco printing products deserve to be introduced to the public because they are one of the sustainable design products. In addition, the exploration of making eco printing products in Indonesia really needs to be maximized by using a variety of plants in Indonesia (Widiyati et al., 2021).

To maximize the potential of eco printing products, people who receive training are also educated about digital marketing that is easily accessible to everyone. This is because the development of modern technology plays a very important role in the success of online business. The development of e-commerce in Indonesia currently offers great opportunities, because it is a

sign that the era of information technology has been understood. E-commerce is a medium where sellers and buyers make commercial transactions digitally (Laudon & Traver, 2014). The existence of e-commerce makes the number of internet users continue to grow and become a market that can be seen as a potential market for entrepreneurs. Marketing digitally is very important because it allows to bring customers closer and understand, add product value, expand distribution channels, and increase sales (Rifai & Siswanto, 2023).

The increasing number of internet users in Indonesia has created a good market for e-commerce players. Therefore, it is not surprising that there are currently many large e-commerce sites that have large capital for businesses in Indonesia, such as Shopee, Lazada, Tokopedia, Bukalapak and Blibli are just a few examples among many others. In addition, many e-commerce players promote their businesses on social networks, such as Instagram, Tiktok, Facebook, and Twitter (Hernikawati, 2021).

According to data from the Central Statistics Agency (BPS), 34.10% of companies are involved in e-commerce as of September 15, 2022. This percentage increased compared to December 31, 2021, which was 32.23%. BPS also reported that there are 2.87 million businesses spread throughout the region. Around 1.5 million or 52.22% of online businesses are located in Java. Of course, Java has a complete market share and supporting infrastructure. (Central Bureau of Statistics, 2023). Meanwhile, data from a survey by Katadata Insight Center (KIC) shows that up to 77% of UMKM are supported by sales and marketing services through e-commerce and are considered important for marketing as a good and viable business. (Data Insight Centre Words, 2023). New entrepreneurs need to see and understand new trends. Starting from changing the way consumers shop through e-commerce to increasing the number of e-wallet users, therefore entrepreneurs are required to upgrade the media and marketing strategies used (Hernikawati, 2021).

Based on the background data that has been described, the devotees consider that eco printing training has a major effect in maximizing the potential possessed by Gunung Anyar Village because in addition to being a medium to channel creativity, it can also be a source of income with marketing through social media. Therefore, the service wants to carry out community service in the form of training in making eco printing products with tote bag media and introduction to digital marketing in Gunung Anyar Village, precisely at RT.04.

METHOD

This empowerment is carried out in RT.04, Gunung Anyar Village, Gunung Anyar District, Surabaya City. Karang Taruna organizations are also involved in community empowerment through eco printing training activities and introduction to digital marketing. The target of eco printing training activities and introduction to digital marketing is all RT.04 women in Gunung

Anyar Village. The place used to carry out this training activity is at the house of one of the Karang Taruna members. The time for this activity is December 18, 2022.

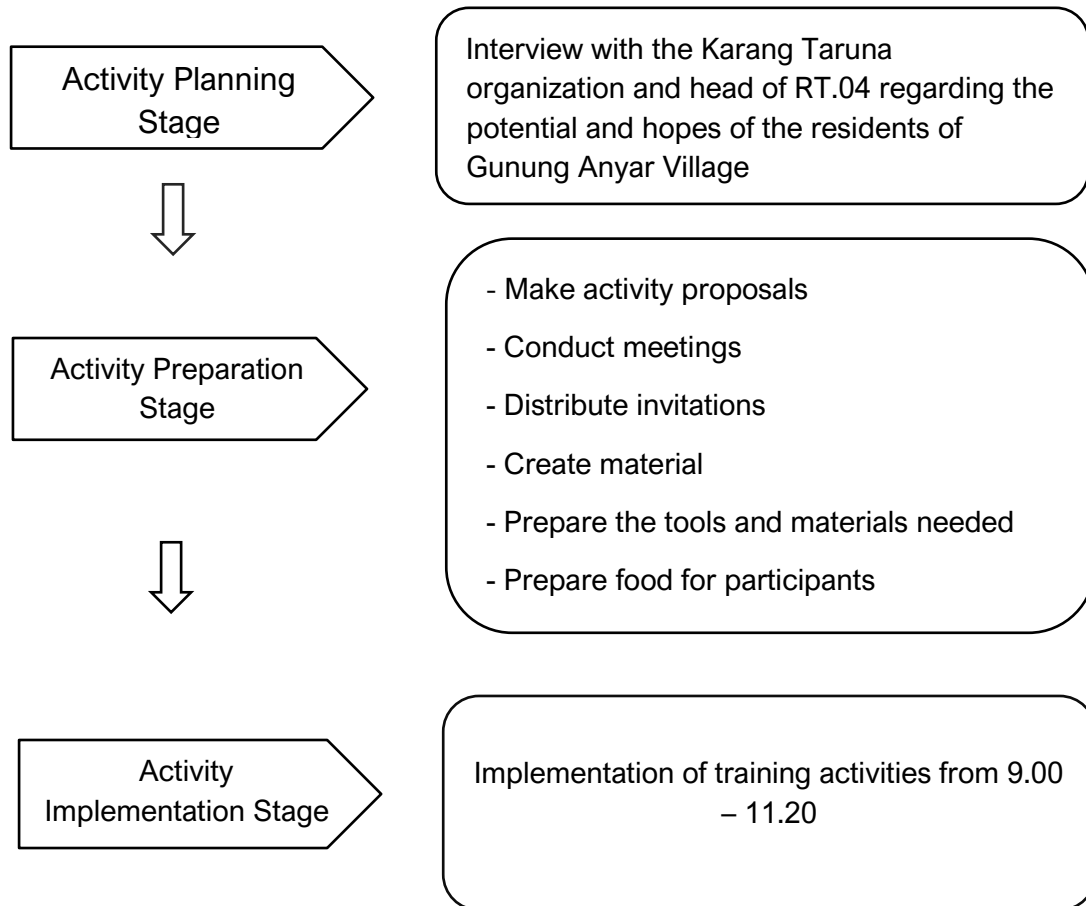


Table 1. Details of the activity implementation stages are as follows:

Activities	Time
1. Distribution of consumption in the form of bread and mineral water to all mothers who attended the training.	Sunday: 9.00-9.10
2. Delivery of material in the form of the early history of eco printing, techniques used, business opportunities, and introduction to digital marketing.	Sunday: 9.10-10.00
3. Distribution of equipment in the form of tote bags, stones, and plastic.	Sunday: 10.00-10.10
4. The practice of making eco printing on tote bags that have been provided along with other equipment.	Sunday: 10.10-11.10
5. Photo session with mothers and eco printing results	Sunday: 11.10-11.20

RESULTS AND DISCUSSION

This community empowerment activity is carried out in RT. 04, Gunung Anyar Village, Gunung Anyar District, Surabaya City. The implementation of community empowerment was carried out by students of UIN Sunan Ampel Surabaya, Psychology study program. The focus of empowerment carried out is to empower the economy of citizens by providing training, including: eco printing training as a form of reference that can be an idea for starting UMKM, and also the introduction of digital marketing that can be easily accessed and used, as well as a sales platform.

Based on the results of research (Kodong et al., 2020) the implementation of socialization, facility renewal, e-marketing training with social media showed good results in promotion, marketing and significant market share expansion for the Retrico Ecoprint Demangan RT 01, RW 03 business. Good results are also shown through eco printing training conducted by (Trisianawati et al., 2022) where the results of the training can optimize the use of surrounding plants, create design patterns on ecoprinting products so that they are attractive and have high selling value.

Eco printing technique is a development of eco-fashion, to produce environmentally friendly fashion products (Saptutyningsih & Wardani, 2019). Eco printing technique aims to provide an alternative in producing environmentally friendly textiles and convey the message of the importance of consuming and producing environmentally friendly products (Herlina et al., 2018). The goods produced from this eco printing training can be an additional source of income for local residents, namely by marketing eco printing products online. According to Sanjaya & Tarigan (2009), what is meant by online marketing is marketing activities that include branding that uses various online media such as blogs, email, e-website, or social media.

This training and education activity ran smoothly and was devoted to the mothers of Ex. Gunung Anyar RT.04. The event was attended by 10 people. The training material is in the form of an infographic entitled "Eco printing: Kerajinan Mudah Peluang Usaha".



Figure 1. Delivery of material delivered by one of our group members about "Eco printing and Introduction to Digital Marketing". Delivery of material in the form of the early history of ecoprinting, techniques used, business opportunities, and introduction to digital marketing. The material is delivered for 50 minutes.



Figure 2. Distribution of equipment in the form of *tote bags*, stones, plastics, leaves and flowers obtained from the environment around RT.04 before carrying out the practice of making *eco printing*. All tools and materials distributed become the property of the trainees.



Figure 3. The practice of making eco printing on tote bag media that has been given to participants along with other equipment. Mothers are free to be creative in forming patterns. This manufacturing practice takes 60 minutes.



Figure 4. Documentation session with mothers along with the results of eco printing that has been done. The session takes 5 minutes.

The successful implementation of this empowerment activity cannot be separated from the supporting factors of this empowerment activity. Here are some factors supporting the implementation of empowerment activities, including:

- The activities carried out were welcomed by residents, this can be seen from the enthusiasm of mothers in participating in eco printing training. This is because they want to acquire new

knowledge and skills.

- The program implemented is very appropriate to provide provisions to mothers in utilizing free time for productive and productive activities.

CONCLUSION

Based on empowerment activities through eco printing training and introduction to digital marketing that has been carried out to mothers of Gunung Anyar RT.04 has benefits or advantages, namely, community mothers can fill their free time by doing useful activities, one of which is by doing eco printing independently and can use it as a source of income. Where currently, goods produced through eco printing skills have a high selling value. Although in practice this training uses tote bag media but the techniques used and practiced can be used on any media such as clothes, hijabs, shirts, and so on.

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