

Community Empowerment: Optimizing Capital Management And Market Access For Sikat Stone Ceramic Artisans

¹⁾Komang Widhya Sedana Putra P, ²⁾Wayan Sri Maitri

^{1,2)}Universitas Pendidikan Nasional, Denpasar, Indonesia
Email Corresponding: widhyasedana@undiknas.ac.id

INFORMASI ARTIKEL	ABSTRAK
Kata Kunci: Kerajinan Batu Sikat Pengelolaan Ekonomi Berkelanjutan Pemasaran Digital	Inisiatif pengabdian masyarakat ini berawal dari masalah yang dihadapi oleh para pengrajin batu sikat akibat pengelolaan modal yang buruk, akses pasar yang lemah, dan ketidaktahuan tentang cara mengelola usaha secara berkelanjutan. Program ini menggunakan pendekatan partisipatif untuk meningkatkan keterampilan perajin batu sikat dalam pengelolaan modal, akses pasar, dan penerapan praktik ekonomi berkelanjutan. Tujuan utama program ini adalah peningkatan pengelolaan modal, peningkatan akses pasar melalui pemasaran digital, dan pengenalan konsep keberlanjutan kepada para pengrajin. Masalah-masalah kunci yang dicatat meliputi kurangnya pengelolaan modal yang baik, akses pasar yang terbatas, dan kurangnya pengetahuan dalam ekonomi berkelanjutan. Hasil dari inisiatif ini menunjukkan bahwa 80% pengrajin telah berhasil menerapkan sistem pencatatan keuangan yang lebih baik, sementara 70% telah mulai menggunakan pemasaran digital dengan penjualan meningkat hingga 30% dalam tiga bulan pertama. Selain itu, 60% pengrajin telah berkomitmen untuk beralih ke bahan baku yang lebih ramah lingkungan. Dengan demikian, dalam program pengabdian masyarakat ini, telah terjadi perubahan positif dalam pengelolaan modal, akses pasar, dan kesadaran praktik berkelanjutan di kalangan pengrajin batu sikat. Namun, beberapa tantangan masih ada, meskipun tindakan dan langkah yang diambil selama inisiatif ini memiliki potensi besar untuk memicu pertumbuhan bisnis yang mandiri dan berkelanjutan. Pendampingan dan pemantauan yang berkelanjutan diperlukan untuk memastikan bahwa perubahan ini dapat dipertahankan.
Keywords: Sikat Stone Craftsmanship Sustainable Economic Management Digital Marketing	ABSTRACT The community service was a program inspired by the problems of Sikat stone craftsmen in capital management, access to markets, and knowledge of business management. This program adopted a participatory approach in order to enhance the skills of the craftsmen in capital management and access to the market, including the implementation of sustainable economic principles. The main objectives of the program were improved capital management, increased market access through digitized marketing, and the introduction of the concept of sustainability to the craftsmen. Among the major issues analyzed were poor capital management, limited market access, and lack of knowledge in sustainable economics. The result of such a process is that, so far, 80% of the artisans have been able to implement better financial recording systems; 70% have begun to use digital marketing, realizing a 30% increase in sales within the first three months of the exercise. Also, 60% of the artisans so far have pledged to shift to more environmentally friendly raw materials. It has, therefore, brought about changes in capital management, market access, and awareness of sustainable practices among the sikat stone craftsmen. These deeds, while perhaps holding a great potential for independent and sustainable business growth, have their drawbacks; there is a dire need for continuous mentoring and monitoring if these changes are to persist.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



I. INTRODUCTION

One of the most important factors in improving social and economic well-being is the general population's economic development (K. W. S. Putra, 2024). Financial literacy is a fundamental need for

every individual to understand financial issues (Reditya, 2024). Sikat stone craftsmen, particularly those who transform natural stone into ceramic products, are an important part of the creative industry that plays a role in the local economy. These craft products have high aesthetic value and contribute to the preservation of cultural and environmental heritage. However, despite their great potential, sikat stone craftsmen often face various challenges. One of the challenges for entrepreneurs is the suboptimal management of capital, limited market access, and low competitiveness (Aidhi et al., 2023). Access to the modal is frequently a significant obstacle in advancing their business (Sedana Putra P et al., 2024). In this digital age, the use of information technology in all aspects of daily life has become a problem (A. A. Putra & Lasmi, 2024). Capacity to monitor and analyze transaction data in a silent manner to develop more effective market strategy (Ni Kadek Wulantari & Lasmi, 2024). These issues make it difficult for many craftsmen to grow, especially in an increasingly competitive digital economy era.

With the rapid development of technology and digitization, opportunities are emerging for craftsmen to enhance their competitiveness through better capital management and expanded market access. The use of digital technologies, such as e-commerce and social media, can help craftsmen reach a wider market, both domestically and internationally (Lenti Susana Saragih et al., 2024). Additionally, the importance of a sustainable economic approach is increasingly recognized, where wise resource management and environmentally friendly production become key to maintaining the sustainability of businesses in the long term (Hutajulu et al., 2024). While wise and sustainable investment plans are crucial for securing the longevity and prosperity of businesses, poor choices can cause significant financial losses and harm a company's reputation (Widhya et al., 2024b). Therefore, the service provided to sikat stone craftsmen aims to strengthen their capacity to face economic and environmental challenges with a more modern and sustainable approach.

Effective capital management and wider market access will help craftsmen improve the quality and quantity of their production (Stie, 2021). People manage their own finances in a variety of ways, each influenced by their own requirements and objectives (Widhya et al., 2024a). Moreover, the application of sustainable economic principles will ensure that the businesses they run are not only profitable in the short term but also able to survive and grow sustainably without harming the environment. With proper mentoring and education, it is hoped that sikat stone craftsmen can adapt to changing times, optimize their potential, and increase their competitiveness in an increasingly competitive market. Besides capital management and market access, digital literacy is important for MSMEs (Anggerwati et al., 2024), including sikat stone craftsmen. This literacy includes the ability to use technology and market products effectively through digital platforms. With good digital literacy, craftsmen can reach a wider market, improve communication with customers, and strengthen branding. These efforts can increase their competitiveness in the digital market.

Support from the government is also crucial for craftsmen. Training provided by government or private institutions can help them understand financial management, marketing strategies, and environmentally friendly production (Kirsten, 2022). In addition, access to people's business credit (KUR) will strengthen craftsmen's working capital and help them expand production scale. The implementation of sustainable economics is also important in the creative industry. The use of environmentally friendly raw materials and efficient production can preserve nature (Utami et al., 2024). Furthermore, products that support sustainability can attract consumers who are concerned with environmental issues, increasing the attractiveness and market value of the products (Amrita et al., 2024).

This service aims to increase sikat stone craftsmen's understanding of good capital management, expand market access through the use of digital technology, and apply a sustainable economic approach in their production processes. With better capital management, it is hoped that craftsmen can allocate resources effectively to support more stable business growth. On the other hand, the use of digital platforms is expected to open new market opportunities, making their craft products better known and favored by a broader range of consumers, both locally and globally (Fathoni & Khoiriyah, 2023).

The main objective of this community service program is to further develop and enhance the capacity in a few identified important aspects in regard to the sikat stone craftsmen. First, capital management skill should be enhanced by training on financial recording systems and budgeting so that these craftsmen could give full scope to resources for optimization of operational efficiency. This it does by empowering the artisans through the skills in digital marketing which would enable them to increase sales and widen their market share both on the global and local levels. Thirdly, it supports sustainable production methods-which

promote eco-friendly materials supplemented with energy-efficient ways of production. It is just appropriate for the economic principles of sustainability. Therefore, with the integration of such practices, the business of the sikat stone craft would keep developing without compromising environmental sustainability. This initiative is also for innovation in product design and quality, to increase the appeal of the market while maintaining the identity of the place and the cultural values of the craftsmanship. Better management of capitals, accesses of wider markets, and sustainable production model will allow improving the economic well-being of sikat stone craftsmen and contribute to an inclusive and sustainable economy.

II. ISSUES

Following are three major challenges that the sikat stone craftsmen face:

1. **Poor Capital Management:** Most sikat stone craftsmen fail to optimize capital management. The capital of most businessmen is small, and poor disbursement of money can often hamper business development. A lack of financial management knowledge also influences their ability to sustain and expand their businesses.
2. **Market Inaccessibility:** The Sikat stone craftsmen have limited access to wider markets. Most of the products sold by these artisans are in the locality, while it is quite hard for them to sell their goods to wider markets both at the national and international levels. One of the reasons for this restricted market access is the limited usage of digital technologies, including e-commerce.
3. **Unsustainable economic practices:** Even though natural materials are widely used in the production of sikat stone crafts by the craftsmen, most of them fail to apply the principles of sustainable economics in their production processes. This is a problem in efficient use of resources that is coupled with high production wastes, hence affecting the long-term sustainability of the businesses.

III. METHODS



Figure 1. Flowchart Illustrating The Community Service Process

This kind of research on community service is participatory, where direct mentoring and training for the sikat stone craftsmen are involved. This will ensure that the actual impact of the program is felt to improve their skills in managing capital, accessing markets, and applying sustainable economic practices. This includes preliminary surveying, training, mentoring, and periodic evaluation to monitor the course of the program effectively.

It starts with the conduction of the survey, which aimed to find out about primary needs concerning managing capital, accessing the market, and applying sustainable principles. It is in this step that certain challenges being faced by the craftsmen in their production and marketing processes are also identified. Second, based on the identified needs, training sessions and workshops were conducted, adding experts in economics, digital markets, and environmental sustainability. These sessions will cover topics of prime importance, including basic finance management for SMEs, how to utilize digital platforms to build market exposure, and how to implement sustainable practices in Sikat stone ceramic production.

Intensive mentoring for several months is then done to ensure the craftsmen can produce this new knowledge gained. The mentoring process involves on-site guidance and consultations with regard to marketing strategies through digital media. Periodic evaluations are done for checking the success of this program, while monitoring is done through questionnaires and interviews, which allow measuring improvements in capital management, market access, and the adoption of sustainable practices.

The program will be implemented in Desa Pinge, Tabanan Regency, Bali, because it is one of the most well-known production centers for sikat stone crafts. Besides its recognition, this village still faces huge business management problems and market expansion. Community service will take two months from August to September 2024 to give enough time for training and mentoring participants and evaluating program outcomes.

IV. RESULTS AND DISCUSSION



Figure 2. The Essential Supply Chain for Sikat Stone Craftsmanship



Figure 3. From Raw to Refined: The Transformation Process of Sikat Stone into Art

Before the implementation of the community service, there was much pressure that the sikat stone craftsmen in the area faced, particularly related to capital management and market access. The following is a condition before the implementation of this program:

- 1) **Capital Management:** The artisans had limited knowledge regarding capital management. Most of them did not keep standard financial records that would help them manage their cash flow and project the purchase of raw materials or business development.
- 2) **Market Access:** Market access for the craftsmen was limited to traditional marketing; word-of-mouth and local markets. This limited the possibilities of reaching a larger market, especially in this digital era.
- 3) **Sustainable Economic Practices:** The artisans had no idea about sustainable economic practices, both from the point of view of using environmentally friendly materials and keeping business records that would enable them to conduct their business successfully in the long run.

Conditions after the Program:

- 1) **Capital Management:** Training resulted in 80% of the artisans maintaining simple cash flow recording systems to support financial planning. Improved systems of managing capital assisted them in apportioning their capital resources.
- 2) **Market Access:** About 70% of the artisans began with social media and online marketplaces to widen their access to markets. Some artisans reported a rise in sales to as high as 30% during the first three months after the digital marketing training.
- 3) **Economic Sustainability:** The importance of sustainable economic practices was included. About 60% of participants started their transition, keeping in mind further gradual changes. These artisans were increasingly committed to making sustainability part of their business models, not only by using eco-friendly materials but also by strategies that could allow the business to survive in the long run.

Table 1. Results of Training Implementation

Aspect	Percentage	Description
Implementation of Financial Recording	80%	Artisans who successfully implemented a better financial recording system.
Utilization of Digital Marketing	70%	Artisans who began using social media and online platforms to market their products.
Sales Increase	30%	Average increase in sales over three months after training.
Commitment to Using Environmentally Friendly Materials	60%	Artisans who expressed intent to switch to more environmentally friendly raw materials.

Discussion:

It was due to this community service program that the business development in the research area significantly improved the economy of the sikat stone craftsmen. The improvement of capital management, market access, and sustainable practices indicates that the training and mentoring were effective.

- 1) **Capital Management:** Prior to the program, the craftsmen had limited financial management, which barred them from expanding their businesses. The training program on bookkeeping will help them appreciate the need for transparency and budgeting of finances. Besides enhancing the management of available capital, this prepares the ground for accessing external capital such as through small business loans. Those who implemented the financial systems evidenced enhanced allocation of funds for material purchases and product development investment.
- 2) **Market Access:** In the past, craftsmen's market access was rather limited, but with the introduction of digital tools, their reach has entirely increased. This social media and online marketplace have increased product visibility, which enhanced contacts for easily getting customer feedback. Digital marketing strategies provided affordable means to reach wider markets than through other traditional methods. Although there were minor setbacks, mainly with the fact that the older craftsmen came to

understand and adapt to the technology, the results proved that SMEs have a lot of potential to do well in the digital world.

- 3) Sustainable Practices: Another important aspect of the program was to understand and uphold sustainable business practices. It shall remain the long-term goal of not only having the craftsmen create the sikat stone crafts but for them to cultivate and implement greener thinking in terms of the environmental and social impacts of their businesses. The initial steps included the use of eco-friendly materials, while many craftsmen focused on running their operation in such a way that could be resilient in case of economic fluctuation. However, there may still need to be more time and gradual adaptation for the full adoption of sustainability concepts, because many are yet focused on short-term profits.

Whereas the positive changes within the program came about, much more is required for the continuous improvements to be sustainable, such as regular mentorship and periodic monitoring.

V. CONCLUSION

Community service has, to some extent, helped the people in the sikat stone craft industry improve their living standards through better management of capital, access, and assimilation of sustainable economic practices. The training and mentoring provided for the artisans made them realize the importance of maintaining proper financial records, hence managing their capital better and wiser. It has also opened new vistas for them with regard to the expansion of their market and sales of their products with the use of social media and marketplace platforms. Finally, even if the application of sustainable practices is time-consuming and may be an adaptation for the craftsmen, they started considering at least the use of more eco-friendly materials and adoption of business management practices that were more resilient in case of economic crises. The challenges that are still at play include adapting to technology, particularly for the senior craftsmen. Changes observed during this program are promising in this direction. Under continued mentorship and monitoring, the craftsmen do indeed have a great chance to grow their businesses independently and sustainably in the future.

REFERENCES

- Aidhi, A. Al, Harahap, M. A. K., Rukmana, A. Y., Palembang, S. P., & Bakri, A. A. (2023). Peningkatan Daya Saing Ekonomi melalui peranan Inovasi. *Jurnal Multidisiplin West Science*, 2(02), 118–134. <https://doi.org/10.58812/jmws.v2i02.229>
- Amrita, N. D. A., Suryawan, T. G. A. W. K., Idayanti, I. D. A. A. E., Putri, C. I. A. V. N., Suwastawa, I. P. A., Boari, Y., Daffa, F., & Judijanto, L. (2024). *GREEN MARKETING (Dunia Baru dalam Dunia Marketing)* (Issue June). www.buku.sonpedia.com
- Anggerwati, A. I., Syamsuriani, S., & Suwandi, S. (2024). Inovasi Literasi Digital sebagai Pemberdayaan Sumberdaya Manusia dalam Pengelolaan Keuangan Rumah Tangga. *Amsir Community Service Journal*, 2(1), 43–48. <https://doi.org/10.62861/acsj.v2i1.316>
- Fathoni, M. I. A., & Khoiriyah, S. (2023). Pemanfaatan Media Digital dalam Pengembangan Usaha Mikro, Kecil dan Menengah Desa Prayungan dengan Metode ABCD (Asset Based Community Development). *Jurnal SOLMA*, 12(3), 1237–1246. <https://doi.org/10.22236/solma.v12i3.12846>
- Hutajulu, H., Runtuuwu, P. C. H., Judijanto, L., Ilma, A. F. N., Ermanda, A. P., Fitriyana, Mudjiyanti, R., Maichal, Boari, Y., Laksono, R. D., Saktisyahputra, Basir, I., Margoutomo, S. A. S., & Wardhana, D. H. A. (2024). *Sustainable Economic Development (Teori dan Landasan Pembangunan Ekonomi Berkelanjutan Multi Sektor di Indonesia)* (Issue May).
- Kirsten, C. L. (2022). The role of financial management training in developing skills and financial self-efficacy. *Pharos Journal of Theology*, 103, 1–8. <https://doi.org/10.4102/sajesbm.v10i1.0211>
- Lenti Susana Saragih, Aurora Elise Putriku, Silvia Diva Sari, Yessi Novitasari Laia, & Yoga Syahputra. (2024). Pemanfaatan Digital Marketing Sebagai Media Pemasaran Dalam Upaya Meningkatkan Kontribusi Ekspor UMKM di Era 4.0. *Jurnal Strategi Bisnis Teknologi*, 1(3), 63–72. <https://doi.org/10.61132/jusbit.v1i3.174>
- Ni Kadek Wulantari, K. W. S. P. P., & Lasmi, N. W. (2024). *Peningkatan Akses Pembukaan Rekening Di Kota Gianyar Melalui Aplikasi Ez-Bank Kertiawan Mobile : Tinjauan*. 5(3), 3542–3547.
- Putra, A. A., & Lasmi, N. W. (2024). Strategi Digital Marketing untuk Meningkatkan Value Perusahaan di PT. BPR Mas Giri Wangi. *Jurnal Pengabdian Kepada ...*, 5(3), 3365–3372. <http://ejournal.sisfokomtek.org/index.php/jpkm/article/view/3634>
- Putra, K. W. S. (2024). *Meningkatkan Taraf Hidup Masyarakat melalui Sosialisasi Pemanfaatan Kredit Usaha Rakyat di Kota Denpasar*. 5(1), 794–800.

-
- Reditya, N. M. L. D. (2024). *Enhancing Customer Literacy in the Use of BRI Mobile Application at BRI Branch Office Ubud*. 5(3), 3393–3397.
- Sedana Putra P, K. W., Lasmi, N. W., & Made Sukarnasih, D. (2024). Kapsul Hostel: Solusi Kreatif Dalam Pengembangan Usaha Kecil Di Sektor Pariwisata Melalui Program Pengabdian Masyarakat: Indonesia Bahasa. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 5(2), 1737–1743. <https://ejournal.sisfokomtek.org/index.php/jpkm/article/view/3057>
- Stie, Y. A. I. (2021). *KOPERASI DAN UMKM Disusun Oleh : Drs . Zainal Arifin , MM.*
- Utami, E. Y., Supriandi, S., & Pahrijal, R. (2024). Analysis of the Use of Environmentally Friendly Raw Materials and Environmental Awareness on Purchasing Decisions and Consumer Loyalty in the Central Java Manufacturing Industry. *West Science Interdisciplinary Studies*, 2(03), 593–604. <https://doi.org/10.58812/wsis.v2i03.733>
- Widhya, K., Putra, S., & Lasmi, N. W. (2024a). Exploring the Influence of Money, Fomo, and Self-Control on Generation Z'S Personal Money Management, Moderated By Financial Awareness. *JURNAL PENDIDIKAN EKONOMI: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi Dan Ilmu Sosial*, 18(1), 11–18. <https://doi.org/10.19184/jpe.v18i1.46255>
- Widhya, K., Putra, S., & Lasmi, N. W. (2024b). *Financial Synergy for Sustainable Success : Opbmizing Management , Investment , AI , and Risk SMEs in Bali*. 14(2), 204–219.