

Training on MSME's Development Strategies in Wooden Painting Crafts (study case Bloomy Wooden Art)

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ABSTRACT

The variety of works of painting in each region creates high competition between one painter and another in marketing their products. Considering that in the 2000s, the development of the 'fine arts market' in Indonesia experienced very rapid growth, especially in the achievement of works and products. Bloomy Wooden Art is a company (home industry) which operates in the field of painting crafts using wood media which has been shaped into wall decorations, multi-purpose boxes, tissue boxes, trays, glasses, bowls, decorative tables, etc. The painting arts highlighted here are naturalistic such as flowers, fruit and natural beauty along with elements and animals. The aim of the service is to implement the strategy for developing wood painting craft MSMEs in West Jakarta. The method of implementing service is in 3 (three) stages, namely the preparation stage, implementation stage and evaluation stage. Theory in evaluation uses SWOT analysis to determine weaknesses, strengths, threats and opportunities. Based on the results of initial observations, Bloomy Wooden Art painting MSMEs are generally running well, but there are still shortcomings in terms of marketing aspects of wooden painting products using the social media Instagram which are not optimal, the availability of raw materials and supporting equipment and knowledge in the field of marketing.

Keywords: Painting, MSMEs, SWOT, Analysis, Wood

A. INTRODUCTION

The Variety of Painting works in each region Created high competition between one painting and another in marketing their products. Recalling inn the 2000's, The development of the fine arts market in Indonesia experienced very fast growth, especially inn achievement of works and products. According to (Suwitya, 2020) who research the marketing strategy of painting arts in the Jogja region, Jogjakarta is recorded as a "Fine arts City" which is considered in Indonesia above creative arts cities

such as Bandung, Jakarta and Denpasar, which she considered since the term ‘Boom’ was introduced. Meanwhile according to (Yulianto, 2017), A painter who has creative and worked intensely since the beginning of the ‘Jogjakarta Surrealism’ Boom is Koeboe Sarawan meanwhile is Bandung, Famous paintings from Jelekong. According to the Presentation (Alya,2021). In his research, the visualization of natural views by Jelekong Painting has created an aesthetics quality.

Bloomy Wooden Art is a company (home industry) which operates in the field of painting crafts using wood media which has been shaped into wall decorations, multi-purpose boxes, tissue boxes, trays, glasses, bowls, decorative tables, etc. The painting arts highlighted here are naturalistic such as flowers, fruit and natural beauty along with the elements and animals contained therein such as birds, butterflies, fish etc., as well as paintings with ethnic themes such as Batik, Wayang and other ethnic themes. The concept to be displayed is creative and unique hampers, namely wooden crafts with naturalist and ethnic paintings to create a higher artistic value which was created on 8 April 2020.

B. IMPLEMENTATION AND METHODS

This community service seeks to implement a strategy for developing wood painting craft MSMEs in West Jakarta. According to (Arifudin, 2023) the implementation of community service is carried out in order to provide recommendations for improvement to community service partners. The implementation method contains several important things, namely as follows:

1. Preparation Stages

At this stage according to (Arifudin, 2023) it is in order to prepare all activities for community service.

At this stage there are several things to do, including:

- a) carry out internal coordination: this activity is carried out by a team to discuss conceptual and operational planning;
- b) external coordination: this activity is carried out with related partners;

c) preparing instruments for service activities such as attendance, PPT, discussion media and so on; And

d) preparation regarding the place/location of activities, documentation and other technical preparations.

2. Implementation Stage

At this stage, according to (Hanafiah, 2021), all community service activities are in accordance with the initial stage. This is a training stage which is carried out and includes the following things:

(a) Focus Group Discussion (FGD).

(b) Training with role play; And

(c) assistance with program implementation.

3. Evaluation Stage

According to Tanjung, 2020, this stage is a stage in order to assess the extent of the implementation of service and indicators of the achievement of activities felt by the community. This third stage is a follow-up stage, including:

(a) evaluation and reflection on the program;

(b) development of project modules; And

(c) follow-up in the form of assistance and integrated services.

In the evaluation stage, SWOT analysis (strengths, weaknesses, opportunities and threats) is a framework used to evaluate the company's competitive position and to develop strategic planning. SWOT analysis includes an assessment of internal and external factors, as well as current and future potential.

SWOT analysis is prepared to display fact-based reality, based on data on the organization's strengths and weaknesses, as well as the initiatives the organization has. Every organization needs to keep analysis accurate by avoiding gray areas and staying focused on real-life context.

Formula SWOT analysis

To analyze SWOT more deeply, it is necessary to look at external and internal factors as an important part of the SWOT analysis, namely:

1. External Factors These external factors influence the formation of opportunities and threats (O and T). where this factor concerns conditions that occur outside the company that influence company decision making. These factors include the industrial environment, economics, politics, law, technology, population and socio-culture.
2. Internal factors. This factor will influence the formation of strengths and weaknesses (S and W), where this factor concerns the conditions that occur within the company, where this also influences the formation of company decision making. These internal factors include all functional management: marketing, finance, operations, human resources, research and development, management information systems, and corporate culture.

The SWOT matrix is used to develop organizational or company strategies that clearly describe the opportunities and threats faced by the organization/company so that they can be adjusted to the strengths and weaknesses of the organization/company. This matrix produces four possible alternative strategies, namely S-O strategy, W-O strategy, S-T strategy and W-T strategy (Rangkuti, 2015).

Faktor Internal Faktor Eksternal	Strengths (S) Daftar kekuatan yang dimiliki bisnis atau perusahaan	Weakness (W) Daftar kelemahan yang dimiliki bisnis atau perusahaan
Opportunities (O) Daftar peluang yang dimiliki bisnis dan dapat diidentifikasi	SO (Strengths-Opportunities) Memanfaatkan kekuatan bisnis sebagai pembuka peluang usaha	WO (Weakness-Opportunities) Meminimalisir kelemahan agar dapat memanfaatkan peluang secara maksimal
Threats (T) Daftar seluruh ancaman bisnis yang dapat diidentifikasi	ST (Strengths-Threats) Memanfaatkan kekuatan untuk mengatasi ancaman yang ada	WT (Weakness-Threats) Meminimalisir kelemahan dan menghindari ancaman

Picture 3. SWOT Matrik

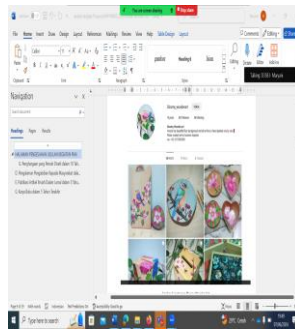
C. RESULTS AND DISCUSSION

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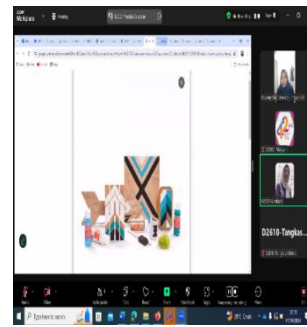
a. Focus Group Discussion (FGD);



(a)



(b)



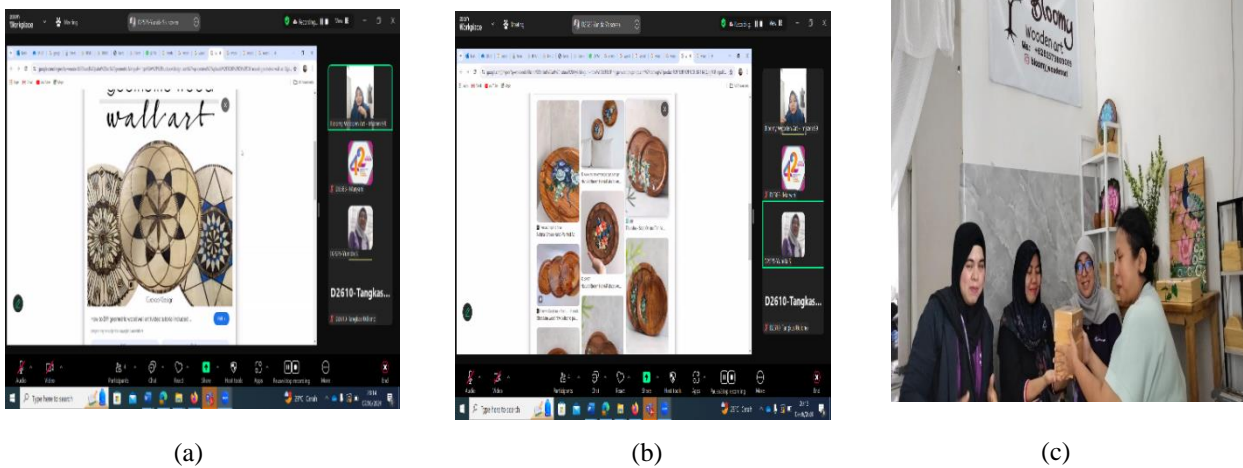
(c)

Picture 1. FGD on Wood Painting Products:

(a). Promotion of Painting Results, (b). Instagram Review, (c). Design development

In picture 1. The team is discussing the marketing of wooden art paintings which currently use offline media (gallery of wood paintings) and social media which are currently used.

a. Training with role play; and assistance with program implementation



Picture 2. Training and Mentoring:

(a). Wall Art Model, (b). Placement Review, (c). Application of painting on a wooden box

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1. Evaluation Stage

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In the evaluation stage, SWOT analysis (strengths, weaknesses, opportunities and threats) is a framework used to evaluate the company's competitive position and to develop strategic planning. SWOT analysis includes an assessment of internal and external factors, as well as current and future

potential. SWOT analysis is prepared to display fact-based reality, based on data on the organization's strengths and weaknesses, as well as the initiatives the organization has. Every organization needs to keep analysis accurate by avoiding gray areas and staying focused on real-life context.

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The SWOT matrix is used to develop organizational or company strategies that clearly describe the opportunities and threats faced by the organization/company so that they can be adjusted to the strengths and weaknesses of the organization/company. This matrix produces four possible alternative strategies, namely S-O strategy, W-O strategy, S-T strategy and W-T strategy (Rangkuti, 2015).

SWOT Analysis Every activity to start a business that will be initiated to measure the business's capabilities against the business environment or competitors, namely SWOT:

1. Strength (strength) The strength of this product is:

- a. Selling products for the upper middle class
- b. Selling products that are different from others
- c. Quality raw materials
- d. Selling craft products that are creative, unique and have high artistic value.

2. Weakness (weakness)

- a. It is done one by one and can only be done by people with a high artistic spirit.
- b. Products can be imitated even though they are not exactly the same.

3. Opportunity (Opportunity) The opportunity is:

- a. In demand by people who like crafts and arts, in this era of globalization, gifts in the form of hampers have become a necessity for society.
- b. Can participate in exhibitions both domestically and internationally so there is a chance of having more buyers.
- c. Selling power is quite high.

4. Threat: The existence of competitors who sell similar products at prices that are not too expensive.

D. CONCLUSION

The method of implementing service is in 3 (three) stages, namely the preparation stage, implementation stage and evaluation stage. Theory in evaluation uses SWOT analysis to determine weaknesses, strengths, threats and opportunities. Based on the results of initial observations, Bloomy Wooden Art painting MSMEs are generally running well, but there are still shortcomings in terms of marketing aspects of wooden painting products using the social media Instagram which are not optimal, the availability of raw materials and supporting equipment and knowledge in the field of marketing.

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