

From Local Craft to Global Market: Strengthening Furniture Production and E-Commerce in Randusari

Rosita Dwi Ferdiani¹, Wahyudi Harianto, Sri Wilujeng, I Ketut Suastika, Rahaju, Tatik Retno
Murniasih, Sri Hariyani, Timbul Yuwono
PGRI Kanjuruhan University, Malang
e-mail: *Rositadf@unikama.ac.id

Abstrak

Randusari merupakan salah satu daerah penghasil mebel yang terkenal selain Jepara, maka tidak heran jika 80% penduduk di kecamatan ini bekerja sebagai pengrajin, baik sebagai pemilik usaha, pedagang, maupun karyawan yang bekerja di usaha mebel tersebut. Namun permasalahan yang dihadapi oleh pengrajin mebel adalah kurangnya alat produksi berbasis teknologi untuk meningkatkan kapasitas produksi dan kurang memanfaatkan pemasaran digital untuk memperluas pangsa pasar. Untuk itu, tujuan kegiatan pengabdian kepada masyarakat adalah meningkatkan kapasitas dan kualitas produksi mebel sebagai produk potensial ekspor dengan penyediaan teknologi produksi modern, melakukan diversifikasi produk, merintis pemasaran secara e-commerce untuk menjangkau pasar luar negeri. Kegiatan mitra pengabdian kepada masyarakat ini adalah CV Sumber Urip yang memproduksi di Randusari, Pasuruan. Metode pelaksanaan pengabdian ini adalah 1). Penyediaan alat produksi, 2). Pelatihan penggunaan alat produksi dan pemanfaatan e-commerce. 3). Pendampingan mitra. Alat produksi yang dimaksud adalah mesin gergaji pita vertikal. Hasil kegiatan menunjukkan adanya peningkatan keterampilan teknis dalam mengoperasikan mesin gergaji pita, yang berdampak pada efisiensi waktu produksi, peningkatan kapasitas, serta kualitas potongan yang lebih presisi. Dalam aspek pemasaran, mitra mampu membuat akun toko online, mengunggah produk dengan deskripsi yang sesuai, dan memahami alur transaksi digital. Mentoring juga menghasilkan perubahan pola pikir mitra untuk mengarahkan bisnis berbasis teknologi, serta meningkatkan kepercayaan diri dalam menghadapi persaingan pasar.

Kata kunci— Furniture, Randusari, Mesin Gergaji Pita

Abstract

Randusari is one of the famous area production the furniture besides Jepara, then not amazed if 80% of the population is in the sub-district this work as craftsman, good as owner business, trader, or employees who work in a business furniture said. But problems faced by craftsmen furniture is lack of tool production based technology for increase capacity production and less utilization of digital marketing for expand market share. For that, the goal activity devotion to public is increase capacity and quality production furniture as product potential export with provision technology modern production, doing diversification product, pioneering marketing in a way e-commerce for reach overseas markets. Activity partners devotion to public This is CV Sumber Urip which produces in Randusari, Pasuruan. Method implementation devotion This is 1). Provision tool production, 2) Training use of production tools and use of e-commerce. 3). Partner assistance. The production tools in question are Vertical band saw machine. Activity results show existence improvement skills technical worker in operate machine band saw, which impacts efficiency time production, increase capacity, as well as quality more pieces precision. In the aspect marketing, partners capable make online store account, upload product with appropriate description, and understanding channel digital transactions. Mentoring also produces change in partner mindset to direction business-based technology, as well as increase trust self in face market competition.

Keywords— Furniture, randusari, band saw machine

1. INTRODUCTION

Industry furniture is one of the sector economy creatives who has role important in Indonesian economy (Maulana, et al.; 2022). This sector not only absorb power work in amount big, but also has potential significant exports. Industry furniture in Indonesia is strengthened by the availability of material standard nature, such as wood, rattan, and bamboo, which are abundant in tropical Indonesia. At the level local, sub-district Randusari in the Regency Pasuruan be one of center industry furniture besides Jepara (Febrianto, et al.; 2020, Wachadah, et al.; 2023). Around 80% of the population Ward Randusari Work in sector furniture, good as craftsman, owner businesses, traders, and as employees in the business furniture. One of the craftsmen furniture in Randusari is CV Sumber Urip is led by Raswanto (46 years old) and now This consists of 15 people. This CV stand start 1990 with initial capital as much as 3 million. This UD produce chair guest, table food, and cupboards. This business started with market product furniture belonging to someone else, then try for develop his business Alone with produce furniture myself. This CV started with consists of 3 people, but business This Keep going develop until have member as many as 30 people in 2018 with turnover sale amounting to 75 - 80 million in a month. However, existence pandemic, business This start caught the impact, where level sale furniture decreased drastically so that must reduce power Work as many as 23 workers, so that at the time This remaining only 15 workers. This is done Because decline turnover sale by 75% if compared to with sale before the pandemic. At that time this, effort This can scoop up turnover around 30-35 million per month. This CV serve purchase consumers from the areas of Malang, Surabaya, Blitar, Trenggalek, Tulungagung, Madiun, Kediri, West Nusa Tenggara, East Nusa Tenggara, Bali, even until to Malaysia and Korea. Based on information from owner, sales will increase at the beginning month fast until Eid. The following This is place CV Sumber Urip, whose address is Jalan Gatot Subroto no. 87, Randusari, District Gadingrejo, Pasuruan City.



Figure 1. CV Sumber Urip Business Premises

CV Sumber Urip produce many kinds of product furniture, including chairs, cupboards, beds place bed and table eat. The furniture produced is product featured area from Pasuruan City. The following This product CV Sumber Urip furniture.





Figure 2. CV Sumber Urip Business Premises

Marketing strategy carried out by this CV only utilise social media (such as IG and WhatsApp) for market business so that no can reach consumer wider. Both Furniture Businesses This Not yet own skills market product through service *online marketplace*, website, or blog. Even though modern society today This more like for utilise technology website -based (Sampeallo, et al.; 2019, Budianto, et al.; 2023). Lack of creativity these two UD's in utilise *online marketplace* become reason obstruction rate development business (Madania, 2021).

Another problem faced by this CV is Lack of tool production for increase capacity production in the form of Band Saw Machine. During this, craftsman difficulty in cut shaped wood curved or not straight, so that for fulfil request consumer furniture that requires design curved, then craftsmen must use other people's services for cut with cost Rp. 5,000.00/item. This naturally add cost production and reduction effectiveness production. Machine shawl saw wood, or more known as a band saw or band saw, is one of

the tool production important in industry wood and furniture. This tool consists of from blade metal long serrated which forms a band (saw band) and moves continuously between two wheels big. Kind of design This allows blade for cut from various direction and shape, including piece straight, curved, or pattern unique that is not Can pressed only with saw straight conventional. For That objective from devotion This is Increase capacity production through band saw machine and improve turnover product furniture through e-commerce and cloud computing.

2. METHOD

Based on the problems and objectives from devotion to the community as described above, then the method implemented is as follows.

1) Socialization

Activities during the community service program will focus on improving production and marketing. The program will also focus on machine usage and maintenance. This outreach program aims to increase partners' knowledge regarding band saw operation and maintenance .

2) Training and Implementation technology

Training conducted consists of from training use machines and uses e-commerce applications for increase CV Sumber Urip.

a. Training use machine This aims to provide partners with an understanding of how cut wood with use band saw machine. One of the superiorities the main band saw is its flexibility in cut wood with varying thickness and size. If the wood log -shaped or beam large, band saw capable split it become larger sizes small or thin board with relatively easy and fast. So, partners can produce furniture such as table legs, backrests chairs, panels, and components decorative other with effective and efficient.

b. Training e-commerce and cloud computing applications for increase CV Sumber Urip this aim for give understanding partners related use application so that can expand share market share and can increase turnover CV Sumber Urip.

3) Mentoring and Monitoring

Mentoring and monitoring to partners still implemented use know success activity Devotion to the community this. With existence mentoring, devotion can evaluate shortcomings and problems that exist in the field, so can searched for solution settlement.

Place and implementation activity devotion this is in place CV Sumber Urip, whose address is Jalan Gatot Subroto no. 87, Randusari, District Gadingrejo, Pasuruan City. Implementation devotion This done during July to by September 2025. For su Page | 18
 all these members of CV Sumber Urip devotee participate active for the sake of implementation activity devotion to public this.

3. RESULT AND DISCUSSION

Implementation devotion This aim for increase capacity production through band saw machine and improve turnover product furniture through e-commerce with use method socialization, training, and implementation technology. The results from activity devotion to the community is as following:

1. Socialization

Socialization activities are the initial stage (Ferdiani, et al .; 2022) in efforts to increase production capacity. furniture and turnover sale CV Sumber Urip. Socialization conducted on July 5-15, 2025. Socialization This done by the team devotee to owners and workers from CV Sumber Urip. The socialization was conducted with the aim of introducing and explaining the entire program: from identifying production problems, potential improvements in quality and quantity, the use of appropriate technology, to broader marketing opportunities. This activity was designed to ensure partners understand the benefits and steps they will undergo during the training and technology implementation, enabling them to actively participate and provide full support. implementation socialization this, it is hoped that CV Sumber Urip get deep understanding about direction development e-commerce production and applications as well mental and technical readiness for follow training and implementation technology. Socialization become runway it is important that the entire devotion process ongoing effective, adaptive, and brings real results.



Figure 3. Socialization implementation of community service programs to the community

Activity socialization held on 5–15 July 2025 together owners and workers of CV Sumber Urip give sufficient results significant as step the beginning of the community service program. Through activity this, partner get clear understanding about the entire program, starting from identification problem production, opportunities improvement quality and quantity, implementation technology appropriate use, until potential marketing e-commerce based. Participation active from owners and workers show existence willingness as well as enthusiasm for involved in the development process business. This is signifying that socialization succeed grow awareness importance innovation and providing description comprehensive about direction development that will be taken. Besides that, activity this also helps form partner mental readiness in accept changes, at the same time prepare they for face stages training and implementation more technology practical.

2. Delivery of Production Equipment and Training

Stage Submission tool production and training use tool production and use e-commerce applications are core activities in the community service program (Ferdiani, et al.; 2018), which focuses on the utilization of band saw machine and e-commerce application. Training This held on August 12-14, 2025. Training This involving team devotees and partners of CV Sumber Urip. Training This aim for increase skills and understanding members of CV Sumber Urip in operate technology newer efficient, hygienic, and capable increase capacity production and sales product online. Here This is documentation training tool production and use E-commerce applications.



Figure 4. Handover of Production Equipment to Partners



Figure 5. Training Use Machine Production



Figure 6. Training Use E-Commerce and Cloud Computing Applications.

E-commerce is technology that becomes need fundamental every organization operating in the field trade. Service team will be designing e-commerce for overcome problem partners. The following appearance from E-commerce and Cloud Computing applications.

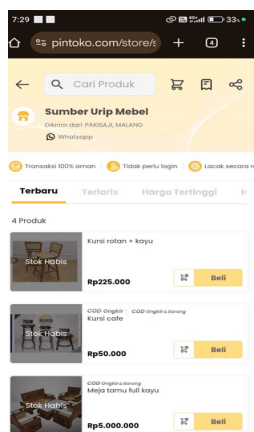


Figure 7. Display E-Commerce Application

Result of activity handover tool production and training this served in table following this.

Table 1. Achievements success of the Community Service Program to the community

Aspect	Indicator Success	Achievements
Technical Understanding and Skills	Members of CV Sumber Urip capable operate machine <i>band saw</i> with Correct. Error cutting reduce.	1). 90% of participants can operate machine with independent. 2). Error cutting reduced by $\pm 70\%$
Efficiency Production	Production time more short Production volume increase The result of the cut neater and more precise	Production time reduced by $\pm 30\%$ Capacity production increased by 40% Quality results piece more uniform
E-Commerce Mastery	Partners can create & manage online store account. Products succeed uploaded	100% participants own active online store account. Minimum 5 products succeed uploaded complete with photos & descriptions
Digital Transformation	Enthusiastic partners using e-commerce. Knowledge of digital promotion strategies increases. Open partners on online marketing	85% of participants state Ready market product by online. Participant capable use feature promotion in the marketplace Partners start plan combination offline-online marketing

3. Mentoring and Monitoring of Community Service Program Implementation to the Community

Mentoring implemented for ensure that partners not only get materials and facilities, but also able to implement program results in consistent in activity business. Monitoring is functioning for guarantee the program does not stop at the stage training, but rather continue until truly implemented in a way sustainable. Through mentoring, team devotee can accompany partners in face various the problems that arise are fine related use technology production and management digital marketing. With thus, the obstacles that arise can quick overcome so that no

hinder the program's progress. The following This documentation assistance provided by the team devotee to partners.



Figure 8. Mentoring dan Evaluation

Based on activity mentoring and evaluation said, it was obtained the results presented in table following this.

Table 2. Achievements results activity Program mentoring and evaluation.

Aspect	Indicator Success	Achievements
Program Sustainability	Capable partners implement program results in consistent in activity business daily.	Partners start operating machine <i>band saw</i> in a way independent in activity production daily, as well as manage e-commerce account though Still in stage beginning.
Effectiveness Implementation	Knowledge, skills, and facilities provided can utilized optimally.	Efficiency production increase (time workmanship shorter) and quality piece wood neater, though improvement capacity production Still gradually.
Solution Constraint	Partners earn solution to obstacle in use tool production and e-commerce applications.	Several constraints technical (such as arrangement machine and quality Photo product) can overcome with directions team, although still need mentoring continued.

Improvement Partner Capacity	Partners show development skills and knowledge after done mentoring.	Most of the worker qready capable use machine with okay and start understanding method upload product to the marketplace even though Still limited features base.
Quality of Program Results	The results of the program can be measurable through improvement quality product, capacity production, and marketing.	<ol style="list-style-type: none"> 1. Quality product more consistent and more neat 2. amount production increase by 70% 3. partner online stores already active and start filled product although transaction Still in stage test.

4. CONCLUSION

Based on activity devotion to the community obtained conclusion that:

- 1). Activity devotion to community at CV Sumber Urip succeed reach target main in the form of improvement skills technical worker in operate machine *band saw*. A total of $\pm 90\%$ of participants capable operate machine in a way independent, with decline error cutting until around 70%.
- 2). Efficiency production increased, marked with time more workmanship short ($\pm 30\%$ faster) and capacity increased production around 40%. Besides that, quality results piece wood become more precision and uniformity.
- 3). In this aspect digitalization, 100% participants have own active online store account, with an average of 5-10 products succeed uploaded complete with photos and descriptions. Partners also understand channel base digital transactions and capable do simulation sale.
- 4). Monitoring shows existence improvement trust self and partner mindset changes to direction utilization technology. Most of participants ($\pm 85\%$) stated Ready

market product online, even though implementation Still in stage beginning.

Based on results implementation activity devotion, there is some suggestions that are necessary noticed for support program sustainability. First, partners expected can do maintenance and optimization use machine *band saw* regularly for : Page | 21
production still awake and benefits appropriate use can feel in term long. Second, it is necessary done strengthening capacity digital marketing through training advanced covering promotional strategies, online store management, photography products, as well as management service customers, so that Power competition partners in the online market are increasingly increase.

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