

Ecoprint Souvenirs Product Diversification Boost SME Competitiveness: Sanan Village Case Study

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Abstract

The central focus of this research activity is to explore the untapped potential of diversifying Ecoprint souvenir products made from local industrial plants, aiming to bolster the economic competitiveness of local Small and Medium Enterprises (SMEs) in Sanan Village. Employing a multidisciplinary approach, the research utilizes surveys, in-depth interviews, field observations, and qualitative data analysis to gather comprehensive insights. In this context, the study identified a variety of local industrial plant species that can serve as raw materials for creating innovative Ecoprint souvenirs. Diversification of souvenir products through ecoprint can increase the attractiveness and selling value of local SMEs. This study also analyzes marketing factors that contribute to the successful diversification of ecoprint souvenir products. The results of this activity show that the diversification of ecoprint souvenir products using local industrial plants has succeeded in increasing the economic competitiveness of Tempe Sanan Industrial Village SMEs. The findings of this activity make an important contribution to local economic development and environmental sustainability. This research provides recommendations to stakeholders, including local governments, SMEs, and the local community, to support the development of local industrial plant-based souvenir products. This activity resulted in the importance of diversifying Ecoprint souvenir products by using local industrial plants in increasing the economic competitiveness of local SMEs. The results of the implementation of this activity are expected to provide practical guidance for decision makers and have the potential to become a model for specific and distinctive product development. The research not only substantiates the importance of product diversification through ecoprint technology but also proposes a potential framework that can serve as a model for crafting distinctive and specific products in similar settings.

Keywords: Ecoprint; Batik; Souvenir; Sanan; Local

1. Introduction

In the current era of globalization, small and medium enterprises (SME) often face challenges in optimizing their economic competitiveness. Kampung Sanan is a village that is rich in natural beauty and a variety of industrial plants in the area. [1]–[3]. However, this potential has not been fully utilized for local economic development. Therefore, this project aims to explore and optimize existing natural resources by developing ecoprint souvenir products that use local industrial plants as natural dyes. Ecoprint is a textile printing technique that uses natural dyes from plants to print natural patterns on fabrics [4]. In this project, local industrial plants that have strong natural coloring properties will be used to create unique and high-quality souvenir products.

Diversification of souvenir products through ecoprint will add value to local products and increase attractiveness for tourists or buyers. In addition to increasing the added value of souvenir products, this project also aims to increase the economic competitiveness of micro, small and medium enterprises in Sanan Village. Through training and mentoring, business actors will be equipped with knowledge and skills in production, marketing and business management. This project also has a positive impact on environmental preservation and local culture [5]–[7]. The use of natural dyes from local industrial plants in the ecoprint minimizes the use of hazardous chemicals and supports the principles of sustainability [1], [8], [9]. In addition, this project also promotes the diversity of local industrial plants as part of natural and cultural wealth in Sanan Village. This will increase public awareness and concern for the importance of protecting and utilizing natural resources in a sustainable manner. The training and assistance provided to micro, small and medium enterprises will also strengthen their capacity to manage their business more efficiently and effectively [10]–[13].

2. Method

The Asset-Based Community Development Method (ABCD) focuses on mobilizing community internal resources and looking for assets and potential that exist in the community.

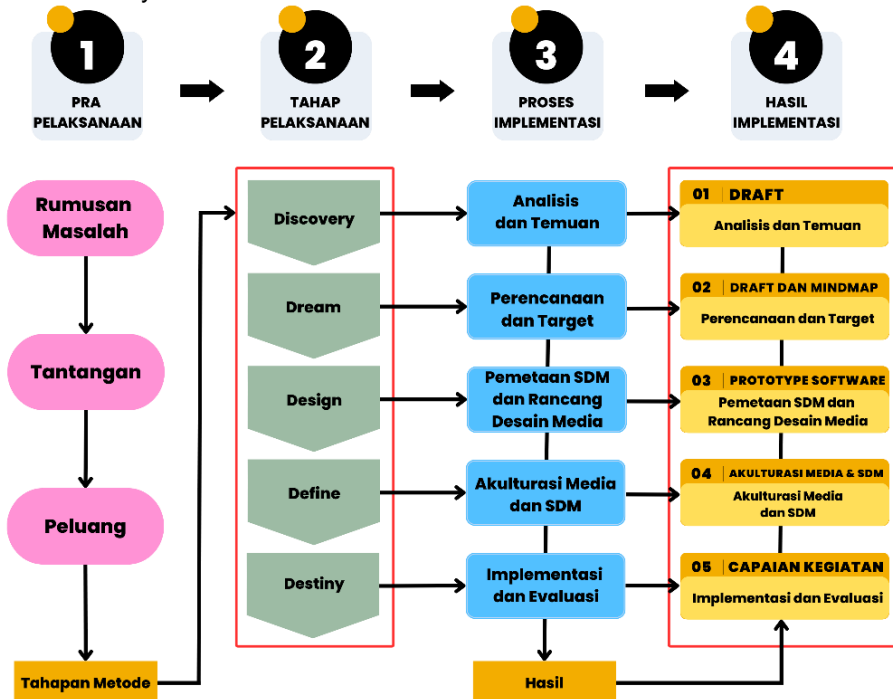


Figure 1. Implementation Flow, adapted from [14]–[16]

The ABCD method consists of five stages referred to as "5 D": Discovery, Dream, Design, Definition, and Destiny. This process includes identifying community assets, projecting the future, making plans, and achieving community development goals.

2.1 Data Collection

This implementation collects data by interviews, questionnaires, and documentation. Then the type of data obtained is quantitative data for number-based validation tests and practicality tests. Qualitative data for needs analysis and expert validators.

2.2 Data Analysis

2.2.1 Test of Understanding of Mechanisms of Merchandise Production to Achieve a Level of Independence

Data analysis on the value of people's understanding of how to produce merchandise to achieve a level of independence was carried out through statistical descriptive tests and non-parametric testing of sample data related (dependent) Wilcoxon test. The hypothesis put forward is that the H_0 of the two populations is identical or the learning outcome data is not significantly different and the H_a of the two populations is significantly different. The basis for decision making is that if probability > 0.05 then H_0 is accepted and if probability < 0.05 then H_0 is rejected.

3. Results and Discussion

3.1 Product Visualization

Starting with looking for local industrial plants that can be used as natural dyes in the Ecoprint process. Once the plant is found, plant samples are collected and the natural dye is extracted from the plant. This is the first step towards optimal visualization of Ecoprint souvenir products. Furthermore, this natural dye is used to print cloth, key chains, photo frames, or other knick-knacks. Souvenir products, such as cloth with unique patterns or key chains with attractive natural colors, shown in this visualization in a variety of usage and marketing contexts. The following are the product variations displayed:



Figure 2. Ecoprint Design Models

The following is a development product design table:

Table 1. Development Product Design Table

No	Products	No	Products
1	Totobag 1	8	Woman's bag 1
2	Obibelt	9	Outer
3	Woman's touser	10	Bucket hat 1
4	Totobag 2	11	Bucket hat 2
5	Woman's bag 1	12	Shirt
6	Purse	13	Totobag 3
7	Woman's clothes 1		

3.2 Hasil Uji Analisis

3.2.1 Uji Pemahaman Terhadap Cara Produksi Merchandise Untuk Mencapai Tingkat Kemandirian

The results of data analysis on the value of people's understanding of how to produce merchandise to achieve a level of independence through statistical descriptive tests showed that the pre-test results of 100 samples obtained a minimum value of 30 and a maximum value of 50 with an average of 40.33. While the post test scores of 100 samples obtained a minimum value of 82 and a maximum value of 100 with an average value of 91.74. Based on the descriptive statistical test, it can be seen that there is an increase in the average value of understanding the method of merchandise production to achieve a level of independence. The descriptive statistical test table is presented in the following table.

Table 2. Descriptive Statistics Test

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Pretest	100	30	50	40.33	5.661
Posttest	100	82	100	91.74	5.344
Valid N (listwise)	100				

Testing learning outcomes through the Wilcoxon test obtained statistical test results which showed that Aymp. Sig. (2-tailed) or asymptotic significance for the two-tailed test is 0.000 or the probability is below 0.05 ($0.000 < 0.05$). Then H_0 is rejected or the learning outcomes data are not identical or significantly different. Wilcoxon test results are presented in the following table.

Table 3. Test Statistic

Test Statistics ^a	
	Posttest - Pretest
Z	-8.684 ^b
Asymp. Sig. (2-tailed)	.000
a. Wilcoxon Signed Ranks Test	
b. Based on negative ranks.	

4. Conclusion

This community service has succeeded in increasing the economic competitiveness of local product businesses in the Tempe Sanan Industrial Village. Diversification of ecoprint souvenir products with local industrial plants not only creates unique and interesting products, but also adds value to the natural and cultural assets of Tempe Sanan Industrial Village. In addition, this activity also contributes to improving the skills and knowledge of business actors and promoting sustainable development at the community level. In addition, thanks to all implementing activities and non-APBN funding sources, State University of Malang in 2023.

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