

## Marketing Strategy For Beading Crafts Products Using Social Media In Smp Negeri 2 Na Ix-X Sumberjo

Ade Sri Wahyuni<sup>1\*</sup>, Yuniman Zebua<sup>2</sup>, Hayanuddin Safri<sup>3</sup>

<sup>1</sup>Management Study Program, Faculty of Economics and Business, Labuhanbatu University

<sup>2,3</sup> Permanent teaching staff at the Faculty of Economics and Business, Labuhanbatu University Indonesia

\* Corresponding Author:

Email : [adesriwahyuni2002@gmail.com](mailto:adesriwahyuni2002@gmail.com)

---

### Abstract

*The purpose of community service is to help knowledge and skills in making handicrafts in the form of beads and also help earn income. Although still in a small scope, the resulting product is already widely known by consumers. And so that students have the knowledge and skills in using social media to train a creative and independent business spirit. The location of this community service is at SMP NEGERI 2 Sumberjo, sub-district. Na IX-X. The target in this PKM is class IX-1 students, totaling 27 students. The method used is observation, interviews and counseling. The aims of this PKM are: 1) beaded bracelet accessories with various colors that can make the bracelet very beautiful. 2) Improve the knowledge and skills of SMP NEGERI 2 SUMBERJO students in creative and entrepreneurship subject matter. 3) Students have an interest and desire to develop a business spirit through social media and online applications. 4) can produce accessories that have selling value and students have motivation by selling online, adding pocket money and helping parents.*

**Keywords :** marketing, beadwork, social media

---

### I. INTRODUCTION

Handicrafts made from beads are found in the Tamambalo Dayak tribe, these beaded crafts are generally used as a complement to traditional clothing. Making beads is actually an activity for Dayak Tamambalo women to fill their spare time, the process takes a very long time and for certain motifs, not just anyone does it and it's not surprising that the prices offered are quite expensive depending on the size and complexity of the motifs and handicrafts. Dayak beads as souvenirs in the Bulungan Regency area. (Listia Febriani, et al. 2020)

There are two kinds of handicrafts that are known today, namely traditional crafts in Indonesia such as batik, while modern crafts such as accessories and others. Modern handicrafts are very much in demand by some people in Indonesia. Because it has led to the growth of shops providing craft materials and tools, these stores not only provide craft tools and materials but also provide specialty craft services. Many of these handicrafts are made as a hobby or hobby. In addition, this handicraft can also be used as a potential business.

According to Genie. 2020, social media marketing or social media marketing is a form of digital marketing that uses social platforms and networking websites to promote an organization's products or services through paid or unpaid means. In 1929, Frigyes Karinthy, a Hungarian writer, proposed a concept called the Six Degrees of separation in his short story "Chains". Fast forward 68 years, Andrew Weinreich introduced Six Degrees in 1997 and the world's first social networking site. The platform uses the concept of six degrees of separation as the foundation for its connected use. Six Degrees discontinued the service in 2000 (though the website is still active) and many other social media platforms have emerged with ever-

<https://ijcsnet.id>

evolving features such as Friendster, Linkedin, Facebook, Instagram, and Twitter. Many markets take advantage of the increasing popularity of social media among internet users. They started promoting their brand on social media and thus they have done social media marketing to the world.

The purpose of this PKM is to provide additional skills for students of SMP Negeri 2 Kec. Na IX-X Sumberjo Kab. North Batu Labuhan. To make various handicrafts with beads that are cheap and very easy to get. Junior high school students, they can get opportunities to increase income with various experiences as well as craftsmen and grow the independence of students at SMP Negeri 2 Sumberjo during this pandemic.

## II. MATERIALS AND METHODS

Implementation of Community Service (PKM) activities carried out in class IX-1 Negeri 2 Na. IX-X Sumberjo, on January 17, 2022. Involving 27 students from class IX-1. So that this program can be implemented with the goals and targets to be achieved, the implementation method used. This implementation is very useful for students to obtain materials for making various types and models of handicrafts from beads. Materials and tools that have been prepared by the author and will be used for the practice of making handicrafts are as follows:

Materials for making bracelets and mask straps:

1. Elastic rope for stringing bracelets
2. Beads
3. Fishing line
4. Eyepin nail
5. Nickel rings
6. Horn stopper
7. Pin

Tools used for making bracelets and mask straps:

1. Scissors
2. Baby tang

In order for this PKM activity to run as desired by the author, it is carried out by means of direct discussion and practice with the students of SMP Negeri 2 NA Sumberjo. The purpose of these activities can be concluded as follows:

1. Provide additional skills to make various craft items with cheap and easy-to-obtain materials.
2. Provide opportunities to increase income with various experiences of presenters as well as craftsmen
3. Growing independence in students of SMP Negeri 2 Na. IX-X Sumberjo
4. And how to market the product

## III. DISCUSSION AND RESULTS

This accessories business is a promising and very profitable opportunity because almost all women, young or old, always need accessories for their appearance. The results produced in the manufacture of craft accessories from beads are in the form of bracelet accessories and mask straps. Bracelet accessories are something that is very fun for women to be used as very beautiful decorations and mask strap accessories are also no less far from bracelet accessories because during the covid-19 pandemic it is very mandatory to always comply with health protocols. Mask straps are starting to bloom in the community because the mask strap itself can improve various aesthetic models where mask users can look fashionable, these mask straps can be made with various colors and attractive designs from beads. (DA Sharasanti, et al. 2019).

Making craft bracelets from beads

The material needed is an elastic bracelet that is very easy to make and some require less equipment, we can make simple and attractive bracelets using clear elastic strings and pearl beads. (Etin Solihatin, 2016) How to make bracelets from beads as follows:

1. The first is a special elastic rope for making bracelets

<https://ijcsnet.id>

2. Second, prepare enough pearl beads
3. The three scissors to cut the elastic rope.
4. Fourth, then insert the pearl beads into the elastic string, then don't cut the string first because the string is cut first, it will be very difficult to insert the beads.
5. Fifth, after the beads are inserted in the rope, then measure the wrist if the size of the rope is right then cut the rope.
6. Sixth, after it is ready, insert the pearl beads and measure the wrist, make a dead knot several times and make sure the rope is very tight and the distance between the beads is tight.
7. Seventh, cut the remaining elastic rope
8. Eighth If it is finished then the bracelet is ready to use.

The process of making these bracelets is very fun because they are very easy to make, people of all ages can make them, even children. According to Aida Idris (1982/1983) in Etin Solihatin (2016), a person will be more successful in learning if what he learns is related to the material he needs in everyday life, which means that he clearly knows the purpose of learning. In order to achieve learning success, the interest factor must also be taken into account. There is a person's interest in what he is learning is one of the factors that enable him to learn. Because he is interested in what he is learning, there will be an enthusiasm for learning, so he is active in learning. Therefore, it is very necessary to generate interest and interest in learning arises when there is a relationship between people who want to learn and what they learn.

Making mask strap crafts from beads. Mask straps are

Now an accessory that is currently popular during this pandemic. In this pandemic period, the fashion world is constantly issuing innovations or one of them is a mask strap. These accessories are a must-have fashion item these days, therefore the way to make a mask strap is easy and very fun for junior high school students or adults. The purpose of using the activity of making strap masks is so that students can explore and develop skills so that they are able to think positively and develop their creativity so that they are able to create various types of skills. (Ade Kirana, 2021)

How to make a mask strap from beads as follows:

1. Insert the beads into the eyepin of the nail and then bend the tip of the nail so that the beads do not fall off. Then do the same thing until you get the desired string of beads.
2. After that, attach the shrimp cocoons at the very end of the beaded series. This prawn cocoon is to be put on a mask only. Set aside,
3. Then the button strap into the horn stopper make sure to insert it correctly.
4. Attach the clamping valve to the correct strap.
5. Attach a nickel ring to join the button cord with a string of
6. beads After putting them together, close the nickel ring again and make sure it is firmly attached.
7. The beaded button strap and stopper are ready to go.

The process of making mask straps can increase knowledge and skills in making accessories. The purpose of this activity will focus on skills in making mask accessories to support a very beautiful appearance during the covid-19 pandemic, education and practicality.

Marketing strategy has a very important role to achieve business success, therefore marketing strategies need to be applied in small industries. With the aim of understanding the needs and desires of consumers so that the products or services produced are according to consumers.

Convey that this marketing strategy is one based on a thorough analysis of the influence of external and internal environmental factors. The external environment of the industry is currently changing rapidly, creating various opportunities or threats both coming from major competitors and from businesses that are constantly changing. (Freddy Rangkuti, 2018:101)

According to Fandy Tjiptono (2016:14), the marketing mix is a series of controlled activities that companies use to respond to market wants, which are known as 7Ps:

<https://ijcsnet.id>

1. *Product* (product)

Product consists of goods and services or services offered by the company to the target market.

2. *Price* (Price)

The amount that must be paid money from the customer to get the product.

3. *Promotion* (Promotion)

Promotion is in the form of communication activities and target customers in order to inform, always remind or persuade them to buy the product.

4. *Place* (Distribution)

Distribution includes company logistics or marketing activities that are pleasing and provide distribution of the final product to consumers.

5. *People* (People)

Someone is an element in marketing. Everyone is a marketer who interacts deeply with customers. whose behavior has a very direct impact on the output received by the customer.

6. *Physical evidence* (physical targets) Physical targets include features that reflect service quality.

7. *Process* The

product is a very important factor for consumers of high contact services, and also plays a very important role in various services related to producers.

SWOT Analysis

According to Freddy Rangkuti (2015:19), SWOT analysis is the identification of various factors systematically to formulate company strategy. Strengths and weaknesses are related to the preparation of strategic plans for both the organization and its employees.

SWOT analysis can be interpreted as the relationship or interaction of internal factors, namely the strengths and weaknesses of external factors, namely opportunities and threats.

The systematic factors based on the SWOT analysis are as follows:

1. *Strength* is

the internal strength or capability of the company that is not necessarily owned by competitors.

The strengths of beaded craft products are:

- a. Easy-to-find business product materials.
- b. Very affordable material prices

2. *Weakness* are

several things that become weaknesses or internal deficiencies in the company.

The disadvantages of beaded craft products are:

- a. The product is very easy to imitate

3. *Opportunities* are

external factors where these conditions can create profits for the company.

Opportunities for beaded craft products are:

- a. Develop a wider product business
- b. Get maximum business profit.

4. *Threats* are

external environmental conditions where these conditions become a threat that can disrupt the company's welfare.

- a. There are those who sell products at a price that is not too expensive
- b. With the use of social media, it is very possible to achieve success, for example using internet facilities to reach a wide market, because business actors need to be experts in marketing models from modern systems by utilizing social media.

These beaded crafts can introduce their products to consumers online, offering and selling bracelet and mask strap handicraft businesses online can have various advantages, including increasing profit margins.

<https://ijcsnet.id>

With so many people using social media, the business opportunity is even greater because online business is very broad and unlimited. (Ismed Wijaya, et al. 2020)

By using social media, sellers can communicate with consumers without any limitation of space and time as well as the level of profit will be doubled. Utilizing social media can be used by small businesses to promote their products, various social media can be used for handicraft activities through promotions such as Whatsapp, Instagram, Facebook, and other applications. (Ismed Wijaya, et al. 2020)

Evaluation of the socialization of beaded craft products in class IX-1 of SMP Negeri 2 Na. IX-X Sumberjo was carried out by testing students' knowledge of socialization. Of the 27 students who were interviewed and used a questionnaire, it was found that 50% of the students strongly agreed because the products practiced by the resource persons could be used as business ideas. And there are 50% of students agree that what is practiced by the interviewees can be used as a beading craft business idea. The results of the evaluation can be



**Fig 1.** Presenting material to students in class XI-1 SMP Negeri IX-X Sumberjo



**Fig 2.** Introducing the Tools and Materials for Making Beads



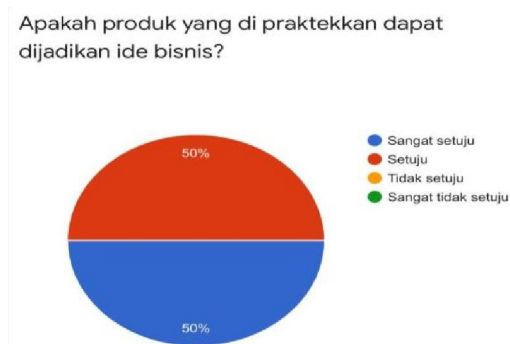
**Fig 3.** Practicing How to Make Beaded Crafts



**Fig 4.** Bracelet and Strap Mask Products



**Fig 5.** Group photo with students of SMP Negeri 2 Na XI-X Sumberjo



**Fig 6.** Evaluation of the Beading Craft socialization process

#### IV. CONCLUSION

The conclusion from the implementation of this activity is that the marketing strategy of beaded handicraft products can be done through a SWOT analysis strategy. The strategy that will be carried out with beads products is a SWOT analysis, which will consist of strategies that include: 1) Which increases market demand. 2) Increase innovation or creativity in beading products that consumers will be interested in. 3) Adjust the price of the beaded products produced. 4) Maintain and improve the quality of beaded products so that people feel interested in beaded products. 5) And make very interesting promotions and increase public awareness so that they love local products more. From those interviewed and using questionnaires, it was found that 50% of students who strongly agree that what is practiced by the resource person can be used as a business idea and there are 50% of students who agree that what is practiced by the resource person can be used as a beading craft business idea.

## THANK-YOU NOTE

I thank Allah SWT who has given me health and safety so that this PKM article can be completed. And I also don't forget to thank the principal of SMP Negeri 2 Na. IX-X Sumberjo who has given permission to carry out community service (PKM) in one of the classes, namely class IX-1.

## REFERENCES

- [1/ Febriani, L., Natadjaja, L., & Febriani, R. (2020). Design Of Dayak Bead Handicrafts As By The Region Of Bulungan Regency. " *Adiwarni DKV Journal 1.16* (2020): 11.
- [2] Gie.2020. "Social Media Marketing: Understanding Types, Strategies and Benefits", <https://accurate.id/marketing-manajemen/social-media-marketingpengertian-tipe-strategi-dan-benefit/>, accessed on 17 January 2022 at 18.30.
- [3] Limbong, C. H., Rafika, M., Fitria, E., & Prayoga, Y. (2021). Peningkatan Ekonomi Kreatif Dalam Upaya Pemberdayaan Masyarakat Desa Meranti Di Kecamatan Bilah Hulu. *COMSEP: Jurnal Pengabdian Kepada Masyarakat*, 2(3), 282-286.
- [4] Nasution, M. A. A. I., Pristiyono, P., Prayoga, Y., & Ningsih, R. K. (2021). Pelatihan dan Edukasi Manajemen Keuangan Bagi Industri Kecil Menengah di Masa Covid-19. *Surya Abdimas*, 5(4), 378-386.
- [5] Sharasanti, DA, Devica, S., & Tedjokusumo, EP (2019). Pkm handmade bead accessories in the Surabaya area. *Scientific journal of devotion*, 3(1), 22-35.
- [6] Tjiptono Fandy, Anastasia Diana. *Marketing Essences & Applications*. First Edition. Yogyakarta : CV Andi Offset. 2016
- [7] Ragkuti, Freddy, *Swot Analysis Dissecting Business Case Techniques*. Edition 24. Jakarta: PT. Gramedia Pustaka Utama, 2018
- [8] Wijaya, I., Zulkarnaini, Z., & Nasir, M. (2020). D'Mar Craft SME Basic Management and Production Training in Meunasah Mee Village, Muara Dua District, Lhokseumawe City. *In Proceedings of the Lhokseumawe State Polytechnic National Seminar* (Vol. 4, 1, pp. 66-68).
- [9] Solihatin, E. (2016). Training on the skills of making bracelets from beads to support the economic independence of the community in the village of Kubang Barus-Banten. *Sarwahita*, 13(2), 91-95.
- [10] Kirana, Ade. (2021)"Easy and Fun Way to Make a Mask Strap",<https://infopku.com/cara-buat-strap-masker-gampang-dan-sensukan/34052/?amp>.