

# Bamboo Design Training for Hotel and Culinary Amenities at the Bamboo Community of Sukabumi Regency

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## Abstract

**Purpose:** Bamboo is an economic potential that is not only derived from the bamboo product itself but can also be expanded into an attractive natural tourist spot. Unfortunately, the potential of bamboo as a product is often focused on the functional and forgets the unique creations for the product that can increase the value of the product itself. The training conducted between Pelita Harapan University and Bamboo Community Dunia Bambu Sejahtera (DBS) aims to provide understanding and knowledge related to creative bamboo designs to meet the market for hotel and culinary amenities.

**Methodology:** The training is done by dividing the group. Each group is taught various bamboo creations. During the training, participants were also given the opportunity to discuss about bamboo and the potential for creative creations that can be made to attract market attention. Participants are bamboo craftsmen from the world of Sukabumi bamboo.

**Results:** Training participants gain additional knowledge about bamboo and its unique and creative bamboo creations. The results of the evaluation before and after the training showed that the participants felt that they had gained knowledge that could be integrated into making bamboo crafts.

**Conclusion:** With this training, it is hoped that the craftsmen can improve their weaving skills which in turn will have an impact on increasing product sales and the income of the craftsmen themselves.

**Keywords:** *Bamboo, Creative Design, Training*

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## 1. Introduction

Bamboo is a natural resource that is found in many parts of Indonesia. Since ancient times, bamboo and the use of bamboo are widely used in various daily activities, the use of bamboo for cooking utensils, and various other household utensils. However, in an era that is increasingly modern and focused on technology, bamboo is more often used as a product that emphasizes its creations. This is because the use of products with other basic materials such as plastic is still dominant because of the durability of the basic ingredients of these products. Even though the use of bamboo-based materials is decreasing for daily activities, there is still a market for natural-based products with unique creations (Nguyen, 2018). Bamboo is an environmentally friendly material which is a sustainable interior material solution. The ability to make creative and innovative designs for bamboo products can support efforts to maximize the potential of bamboo and gain market attention (Folk, 2019; Hakiki et al., 2020; Oentoro, 2021).

Many community service activities in the form of digital marketing developments, namely social media marketing through the WhatsApp application and content marketing, e-commerce applications, digital promotions which can increase knowledge about digital technology, increasing business motivation, carrying out marketing of products, such as activities carried out by (Faisol et al., 2022; Hasan et al., 2022; Persada & Achiria, 2022; Putri et al., 2022; Reniati et al., 2022) Community service activities really help strengthen the tourism village movers together with the village community in sustainable tourism development activities and develop creative economic (Jimad et al., 2022; Kusumawati et al., 2022; Muhamad et al., 2022). One of the largest bamboo producing areas in the province of West Java is the Sukabumi Regency (Sukabumi, 2021). Bamboo products from Sukabumi regency are a potential source of income for the area and the surrounding community. The results of woven bamboo from this district have been introduced nationally through MSMEs and export efforts have also continued to be increased. However, according to Agus Ramdhan, as a leader from the Dunia Bambu Sejahtera (DBS) community, it shows that the existing woven bamboo craft has great potential in Sukabumi Regency, but natural resources and human resources have not been utilized optimally. This, according to him, can be seen from the per capita income of bamboo craftsmen which is still low. Therefore, community service is carried out to be able to help the problems faced by bamboo craftsmen and SMEs in Sukabumi Regency. One of the community services involved includes the creation of woven bamboo that has the potential to be used in national and international hotels. As a result, small industries with innovative products will advance the regional and national economies while also contributing to the country's foreign exchange when they enter the export market (Sihombing et al., 2020). Arts and crafts are manifestations of human creativity. Craft is a type of work that uses readily available materials and is an expression of feelings and emotions. Local communities' traditional crafts contribute significantly to intangible heritage (Pramono et al., 2021). Commercialization process with the application of a marketing mix which includes product development, pricing, distribution channels, and methods campaign for bamboo products (Hubner et al., 2022). Bamboo is known by the public to have good properties to be utilized, including stems that are quite strong, hard, straight and flat, easy to split, easy to shape and easy to work with. Compared to wood, bamboo has technical weaknesses (physical, mechanical and chemical properties), so it has not been used optimally. In order to optimally utilize bamboo, bamboo processing is carried out in the form of preservation, drying, color stabilization, plywood, laminated bamboo and others, so that the added value and quality of bamboo can be increased in an effort to develop small and medium industries and crafts (Arhamsyah, 2009).

Bamboo can be used as a means to reclaim degraded land, conserve soil, improve environment, carry out drought proofing. Bamboo trade focuses mostly on raw materials, bamboo charcoal, housing, pulp, paper, and textile, bamboo panels and floorings, weaving products and crafts, furniture, fuels, edible bamboo shoots, and so on. However, the ravines region trades in bamboo as a raw material for a variety of uses. The ravine area has two sorts of marketing. A specific population that relies on bamboo for a living makes direct purchases from bamboo producers such as private growers, government forest and research institutes working in the bamboo field. The second group consists of collectors who sell in bulk. In practice, bamboo collectors do not promote their products; rather, they sell them to a customer (the middleman), who processes them into baskets and other bamboo items. If the goal is for communities to keep a higher part of their resources (Pande, 2016). Bamboo is a natural resource can be renewed and has advantages from a social, economic, and cultural perspective quickly grow to become a source of income for rural communities, can reduce air pollution, water and control there is erosion and landslides, so bamboo plants are very appropriate to use for critical land rehabilitation, sloping soil conservation and prone to landslides and can be used for improving environmental aesthetics in urban areas. There are many bamboo plants in Indonesian territory is not just a plant, if it can be cultivated and empowered quality bamboo can be produced good enough to provide value a big plus because bamboo can used as building materials and crafts hand. Bamboo crafts are one of the masterpieces Indonesian original art that has been developed hereditary as a source of income and people's lives, not much people who know that bamboo is capable provide greater added value when maximized (Taru & Senjawati, 2017). The bamboo weaving training

emphasizes understanding the quality and quantity of products that focus on consumer orientation. Craftsmen are expected to know the trend of woven bamboo that is accepted by the market, especially the export market. Business actors, especially bamboo craftsmen, are also expected to be able to create artistic, creative, and relevant webbing to the needs of the industry.

## **2. Methodology**

The training was conducted in collaboration between Pelita Harapan University and the Dunia Bambu Sejahtera Community (DBS) which aims to provide guidance on improving the quality of micro business products, especially for woven bamboo craftsmen. This training aims to hone the potential of the team of woven bamboo craftsmen to improve their skills. This skill improvement is then expected to have an impact on the welfare of the community, especially during the ongoing COVID-19 pandemic. This training itself includes training on the design of woven bamboo that has the potential to be used in hotels and includes marketing strategies for the digital era, so that woven craftsmen can start learning to access social media to market their woven handicraft products. This wicker-making training teaches how to make woven bamboo with a modern touch aimed at the needs of hotel amenities. Although the focus of the woven is with a modern touch, it does not eliminate the essence of local wisdom inherent in the woven bamboo product itself.

On June 3, 2022, this training was held in Cibiru Village, RT 4/3, Cicantayan Village, Cicantayan District, Sukabumi Regency. This Cibiru Craft is located in Egrang Village, the name for a Sundanese craft center and nuanced tourist attraction. People in this area are empowered to create bamboo-based products. Decorative lamps, glasses, spoons, chairs, tables, woven bamboo, trays, teapots, and other items are available from Cibiru Craft. Technically, this training brings together the most recent information and best practices for the structural use of bamboo, including the introduction of bamboo, the durability and preservation of bamboo, the design value of bamboo, and creative design that can meet the needs of hotel and culinary amenities. There are several stages of the method from preparation, implementation to evaluation. The method used during preparation was a site survey to inquire about the licensing bureaucracy and discuss existing problems with partners so that appropriate intervention planning was carried out.

This training uses hands-on practice which is carried out face to face which is attended by 15 participants. This target as the subject and object in this activity. and this training uses hands-on methods in making bamboo handicrafts as well as discussions and question and answer sessions. In this activity using tools such as microphones, PPT, materials for making hotel amenities and culinary from bamboo, modules and sound systems. Before the extension activities began, the first thing the participants did was register first. Then after all the participants had registered, followed by an opening prayer, remarks by the head of community service, and remarks from the Chairman of the Sukabumi Bamboo World, then participants were given a presentation of material regarding training in making bamboo handicrafts for hotel and culinary amenities with direct practice so that it would be easier understood. The program is carried out through several activities, this training material provides information on how to make bamboo handicrafts and the community service team also provides snacks, provides lunch (consumption) and door prizes or gifts in the form of bamboo crafts as appreciation from the community service team to enthusiastic supporters and serious in participating in this series of activities. Evaluation is carried out by giving several questions, namely pretest and posttest to see the success of the program that has been carried out Community service activities can be carried out both online and offline, where during the covid 19 pandemic many community service activities are carried out online such as activities carried out by (Hubner et al., 2021; Hubner et al., 2021; Juliana et al., 2021; Juliana et al., 2020; Sihombing et al., 2020) and offline activities that are starting to decrease such as activities carried out by (Hubner et al., 2021; Hubner et al., 2021; Juliana et al., 2020; Pramono et al., 2019; Pramono & Juliana, 2021)

## **3. Results and Discussion**

The training was attended by 15 bamboo craftsmen from the DBS Bamboo Community. Of the fifteen participants, 5 people were aged between 31-40 years, there were 5 people aged 41-50 years, there

were 2 people aged 51-60 years, and there were 2 people aged between 20-30 years. From this bamboo business, more than 50% have an income of less than IDR 3,000,000 and the rest have an income above IDR 3,000,000. Thus, from these two main characteristics, it can be stated that most of the trainees are aged between 30-50 years and their income is below IDR 3,000,000. The training is carried out by providing examples of creative designs that are suitable for the needs of hotel and culinary amenities. The participants were shown the process of making bamboo products with creative designs and then the participants also tried to make these products. This training also provides a time for question and answer related to the technique of woven bamboo.



Figure 1. Bamboo creation training



Figure 2. Souvenirs exchange in the training

In this training, questionnaires regarding the knowledge of the training materials were distributed before and after the training. From the questionnaires distributed before and after this questionnaire, it can then be known whether the participants received additional or not additional knowledge related to creative bamboo creations. The results of the analysis in Table 1 show that the participants gained knowledge about bamboo creation after receiving the training.

Table 1. Pre-Test and Post-Test Participants' Knowledge of Bamboo Craft Design

No	Question	Answer	Pre-Test		Post-Test	
			(3 June 2022)		(3 June 2022)	
		Total	Percentage	Total	Percentage	
1	Do you know how to design bamboo crafts?	Yes	5	33,3%	12	80%
2		No	-	-	1	6,7%
3		Maybe	10	66,7%	2	13,3%

In this training, it was conveyed about the importance of meeting the market demand for unique and creative designs from bamboo. Bamboo craftsmen who persist with the old designs will find it difficult to expand the market. Thus, the economic potential that can be achieved by expanding new markets will be released if the craftsmen do not try to create new, unique, and creative creations. The results of the analysis also show the desire of craftsmen to make creative and unique designs after receiving this training (Table 2).

Table 2. Pre-Test and Post-Test Participants' Desire to Create Creative and Unique Designs

No	Question	Answer	Pre-Test		Post-Test	
			(3 June 2022)		(3 June 2022)	
		Total	Percentage	Total	Percentage	
4	Do you have a desire to make bamboo crafts with creative and unique designs to meet market demand?	Yes	1	6,7%	14	93,3%
		No	5	33,3%	-	-
		Maybe	9	60,00%	1	6,7%

The use of colour for bamboo crafts was also presented in this training. The use of a variety of colors can make the product look brighter and more contemporary. The results of the analysis also show that after receiving this training, the bamboo craftsmen will use other natural dyes so that their products do not look old-fashioned with the original colour of the bamboo (Table 3).

Table 3. Pre-Test and Post-Test Participants' Knowledge of the Use of Colored Bamboo

No	Question	Answer	Pre-Test		Post-Test	
			(3 June 2022)		(3 June 2022)	
		Total	Percentage	Total	Percentage	
5	Are you going to make bamboo crafts using various colours?	Yes	2	13,3%	15	100%
		No	6	40%	-	-
		Maybe	7	46,7%	-	-

In this training, participants were also shown examples of bamboo handicrafts combined with other materials, such as batik. Bamboo crafts that combine other materials will form a unique product that also looks contemporary. The results of the analysis show that the trainees have a desire to combine bamboo material with other materials in order to produce unique and creative products.

Table 4. Pre-Test and Post-Test Participants' Desire to Combine Bamboo with Other Materials

No	Question	Answer	Pre-Test		Post-Test	
			(3 June 2022)		(3 June 2022)	
		Total	Percentage	Total	Percentage	
6	Are you going to make bamboo crafts by combining various other materials such as wood, rattan, ceramics, batik and metal?	Yes	1	6,7%	13	86,7%
		No	8	53,3%	1	6,7%
		Maybe	6	40%	1	6,7%

The post-test questionnaire also included questions about the participants' satisfaction with the training held by Pelita Harapan University. Questions about satisfaction include speakers, facilities, and time efficiency. The three tables below show that the participants were satisfied with the implementation of this training.

Table 5. Participants' Satisfaction Level with the Training Instructor

No	Question	3 June 2022		
		Answer	Total	Percentage
7	The Training Instructor is able to convey the material well	Very satisfied	9	60%
		Satisfied	3	20%
		Quite satisfied	2	13,3%
		Less satisfied	1	6,7%

Table 6. Participants' Satisfaction Level with Training Facilities

No	Question	3 June 2022		
		Answer	Total	Percentage
8	The training facilities are supportive of the training process to make woven bamboo	Very satisfied	6	40%
		Satisfied	3	46,7%
		Quite satisfied	1	6,7%
		Less satisfied	1	6,7%

Table 7. Participants' satisfaction level with training time efficiency

No	Question	3 June 2022		
		Answer	Total	Percentage
9	Time efficiency goes well in this training	Very satisfied	10	66,7%
		Satisfied	3	10%
		Quite satisfied	2	13,3%

Participants were also asked about the benefits of the training provided. Most respondents agreed that the training provided was beneficial to the knowledge, skills, and expertise of the participants (Table 8). Table 9 shows that participants have a desire to take part in the training again if it will be held again. This is because according to the participants, the training allowed them to get new ideas and

gain insight into the use of materials that can be combined with bamboo. They also feel that they have gained additional knowledge about the designs that are in demand by the current market.

Table 8. Benefits of Training Activities

No	Question	3 June 2022		
		Answer	Total	Percentage
10	The training activities are beneficial to my knowledge, skills and expertise	Strongly agree	8	53,3%
		Agree	5	33,3%
		Quite agree	1	6,7%
		Less agree	1	6,7%

Table 9. Participants' desire to take part in the training if it is held again

No	Question	3 June 2022		
		Answer	Total	Percentage
11	If this activity is held again, I am willing to participate/involved	Strongly agree	5	33,3%
		Agree	7	46,7%
		Quite agree	3	20%

## Discussion

Community service activities with training in making bamboo handicrafts for hotel and culinary amenities greatly received enthusiasm from the participants (Sukabumi bamboo craftsmen) and increased knowledge related to bamboo creations, and bamboo craftsmen were increasingly creative in making and designing bamboo products, able to use a variety of colors to make bamboo products look good and can be combined with batik. The participants were very satisfied with this activity and hoped that continuous activities would be held every year and that all activities in this activity would run well and smoothly like the activities carried out by (Faisol et al., 2022; Goeltom et al., 2014; Hasan et al., 2022; Hubner, I. B., Sihombing, S. O., Pramono, R., & Hidayat, 2022; Hubner, Ira B, Sweet, D., & Joanna, 2021; Hubner et al., 2021; Hubner et al., 2021; Hubner et al., 2020; Jimad et al., 2022; Juliana et al., 2020; Juliana et al., 2021; Juliana et al., 2020; Kusumawati et al., 2022; Muhamad et al., 2022; Persada & Achiria, 2022; Pramono et al., 2019; Pramono & Juliana, 2021; Pramono et al., 2021; Putri et al., 2022; Reniati et al., 2022; Sihombing et al., 2020).

## 4. Conclusion

Weaving bamboo training with creative and innovative designs for hotel and culinary amenities has been carried out in collaboration between Pelita Harapan University and the DBS bamboo community. The results of the training through the training evaluation questionnaire showed that the participants gained additional knowledge related to the creative design of bamboo and Community service activities carried out in Sukabumi greatly assist bamboo craftsmen in increasing motivation in making quality bamboo handicrafts for hotel and culinary amenities. In addition, the evaluation questionnaire shows the level of participants' satisfaction with the materials, speakers, and facilities in the training held. During the rush of plastic objects that are cheaper, Sukabumi bamboo woven crafts are able to survive and have loyal buyers. However, assistance from various parties is needed so that woven bamboo crafts can continue to survive and develop. Besides being the result of traditional Indonesian crafts, compared to plastic objects, woven bamboo is very environmentally friendly.

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