

Original Paper

Revitalizing Pandan Mat MSMEs: A Journey of Product Diversification in Kadumaneuh, Pandeglang Regency

Hilma Suyana^{1*}, Herika Hayurani², Muhammad Rofi'i³

^{1,2,3} Faculty of Economics and Business, YARSI University, Jakarta

Corresponding author: Hilma Suyana (hilma.suyana@yarsi.ac.id)

Received: 12-11-2024; Accepted: 14-05-2025

Abstract

This community service aims to increase the added value of pandan mat Micro, Small and Medium Enterprises (MSME) products in Kadumaneuh Village, Pandeglang Regency, through product diversification. Pandan mats are local products that have high economic potential but still face challenges in terms of marketing and product innovation. This community service is carried out by involving training for local craftsmen on product diversification techniques, marketing, and effective branding development. The results of this service are expected to increase the knowledge and skills of craftsmen in creating new, innovative products, such as accessories and decorations made from pandan mats. In addition, improving product quality and appropriate marketing strategies are expected to expand market reach and increase MSME income. The resulting managerial implications include the need to improve MSME managerial skills in product design management, the use of digital technology for marketing, and the development of collaborative strategies with other parties to increase production and distribution efficiency. This paper contributes to providing a strategic understanding of the importance of the role of digital marketing and financial literacy as a solution to increase the competitiveness and turnover of MSMEs in the era of digital transformation through a training approach based on partner needs.

Keywords: MSME, pandan mats, product diversification, product value

JEL Classification: L26, M13, O14

How to cite: Suyana, H., Hayurani, H., Rofi'i, M., (2025). Revitalizing Pandan Mat MSMEs: A Journey of Product Diversification in Kadumaneuh, Pandeglang Regency, *Entrepreneurship and Community Development (ECD)*, 3(1), 1-8



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license

1. Introduction

Based on the Village Development Index figures released by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration in 2022, Kadumaneuh Village, Banjar District, Pandeglang Regency, is a village that is included in the group of developing villages. Until now, Kadumaneuh Village has not achieved the status of being advanced, let alone an independent village. Other problems faced by Kadumaneuh Village include the very young age of marriage, namely at the age of 15-16 years, and low education; namely, most are only graduates of Junior High School (SMP), and some of the workers are manual workers, namely laborers, coolies, and farmers, as well as weak entrepreneurial spirit and lack of access to training and facilitation. These conditions ultimately make the Kadumaneuh community trapped in poverty and economic difficulties.

Educational facilities are only available at Elementary Schools. From the survey results, we know that Kadumaneuh Village has a population of around 2000 people and is a fostered village of YARSI University, which has been intensively fostered in the last 2 years; it is a challenge for the proposer to help empower it. The number of MSMEs based on information from the Village Head is increasing, currently 233 people (2023). Currently, in Kadumaneuh village, there are still many unemployed.

The wheels of the economy are also running slowly because most housewives do not have skills, so they cannot help the family economy. Currently, MSME actors in Kadumaneuh village are dominated by pandan mat craftsmen. Of the many productions of pandan mats, none are different, and all are just the same in the form of 2x1 m mats, which are only sold for around 50 thousand per sheet. The process takes around 2-3 days. From the small sales results, we from the community service team want to help increase their income through innovation in making pandan mats into various bag models or according to market demand. According to Mr. Afud, the head of Kadumaneuh village, the craft of weaving pandan mats is a legacy from our ancestors; until now, it is still being developed and preserved by residents, especially housewives who can weave pandan mats. In Kadumaneuh Village, the majority of mother's weave pandan mats almost every day.

In Kadumaneuh Village, there are several MSMEs, including pandan leaf weaving as partners in this activity. The problems faced by partners include a lack of knowledge about pandan mat product innovation and no desire to be better. Sales are still traditional; no village website accommodates MSME sales, especially pandan mats, there is no MSME association, and there is no product diversification. The solution offered is, of course, an effort to increase the insight, knowledge and interest of partners to increase partner income through product verification and digital sales through the village website.

According to partners, pandan mats are not processed directly because partners do not have sufficient skills and equipment to turn pandan mats into finished goods. In addition, the finished goods that partners will produce have not been able to be sold because collectors only take semi-finished pandan mats. When increasing the selling price, it is necessary to diversify products from semi-finished goods to finished goods that have a high selling price value (Suwardika, 2022). Diversification is an effort to improve the quality and quantity of production results by developing or adding diversity to the types of production results through the development of product designs or various types of products (Suniantara, Putra & Astapa, 2019) (Werastuti, 2022). Developing product designs so that the products produced can follow market tastes can increase the income of craftsmen (Bahrudin, Wahyono, Widdiyanti, Minawati, & Yandri, 2020). Meanwhile, Khairani and Pratiwi (2018) state that through diversification, it is possible to increase the number of products and types of crafts through training to expand the marketing area.

According to (Cahyana & Sukayasa, 2017) states that the processed results of pandan mats into finished goods are in great demand in the market. The main objective of this PKM activity is to increase partner knowledge by diversifying products through training and mentoring skills in weaving and designing pandan mats into finished goods that have high selling value so that there is an increase in partner income. To achieve these goals, a solution is provided by donating production equipment/tools and providing training on how to process semi-finished goods into finished goods (Suniantara et al., 2019; Ferdiani et al., 2018). Suniantara et al. (2019), so that the tools and training can diversify semi-finished products into finished goods.

One of the environmental problems that continues to increase is the uncontrolled volume of waste due to the lack of public awareness in sorting waste from an early age. Data from the Ministry of Environment and Forestry (KLHK) in 2022 shows that waste production in Indonesia reaches more than 18 million tons per year, of which more than 60% comes from households and residential areas, including schools. Unfortunately, there are still many people, including elementary school children, who do not have a good understanding of the difference between organic and inorganic waste and the environmental impact of not sorting. Lack of education from an early age is one of the causes of low wise behavior in managing waste. On the other hand,

children tend to understand information more easily through visual media such as interesting, animated pictures and videos. Therefore, an educational approach that is appropriate to the characteristics of children's ages is needed to instill positive habits in waste management from an early age.

2. Method

Partners in this program are MSMEs, the Village Head and his staff (Village apparatus) of Kadumaneuh, and craftsmen of woven pandan mats.

The activity was carried out by presenting resource persons of pandan mat artisans who are included in the MSME group of Kadumaneuh Village.

This activity was carried out using persuasive and participatory action methods supported by the following methods:

- 1) Lecture and discussion method
- 2) This method is used to deliver material and practice how to innovate in creating more valuable weaving. It is implemented 50% of the time for lectures or material delivery, while the remaining 50% is used for practicing for craftsmen to make more attractive weaving.
- 3) Training Method. The main activity will be direct training, which involves understanding the problem, analyzing and preparing all files according to the results of the needs assessment and following up with the team. The initial stage is a pre-test to reveal partners' knowledge and motivation through brainstorming. Then, an intervention is carried out in the form of providing material through socialization and training, with lecture and practice methods.
- 4) After the materials are provided, a post-test is conducted to determine whether the partners truly absorb and understand them.
- 5) The team will also facilitate partners to accompany how to diversify products and market their products through the village website. The team, together with students, carried out:
 - Socialization
 - Counseling
 - Training
 - Mentoring (and facilitation)
 - Monitoring and evaluation

3. Results

The following are the results obtained from community service activities to increase the value of pandan mat UMKM products through diversification in Kadumaneuh Village, Pandeglang Regency:

Improving Craftsmen's Knowledge and Skills

Through product diversification training, pandan mat craftsmen gain a deeper understanding of how to develop woven products into more varied items, such as accessories, cup holders, and home decorations. These skills help them improve product quality and increase selling value.

New Product Development and Craftsmen's Creativity

The results of this activity include new products from pandan weaving, such as colored cup holders and other unique accessories that have never been produced by local craftsmen before. Craftsmen have succeeded in applying coloring techniques and product diversification, which are expected to attract wider market interest.

Digital Marketing through the Village Website

As part of the mentoring, craftsmen are taught how to market products digitally through the village website. This opens opportunities to expand market reach, reach wider consumers, and make it easier for MSMEs to offer their products online, which has previously been done traditionally.

Increased Income and Motivation of Craftsmen

With product diversification and more effective marketing strategies, MSME craftsmen's incomes increase. The craftsmen involved also show higher motivation to continue innovating in their woven production.

Preservation of Local Culture

This program not only improves the village economy but also helps preserve local wisdom and the tradition of pandan weaving that has been passed down from generation to generation. With product diversification, this weaving tradition has become more relevant and in demand by the younger generation and the modern market.

This activity is expected to have a long-term impact on MSME craftsmen in Kadumaneuh Village by increasing the competitiveness of their products in the local and national markets and strengthening the synergy between universities and the community in developing the village economy.

However, it should be noted that the results of this study are still qualitative and have not been supplemented with in-depth pre- and post-activity analysis. This is a limitation in quantitatively measuring the extent of changes or impacts caused by this activity on improving participants' understanding or skills. Therefore, in the future, it is recommended to supplement similar activities with evaluation instruments that are able to measure changes before and after activities more objectively.

Tables and Figures

Figure 1. Participants start weaving from pandan leaves



Figure 2. A woven cup holder that has been dyed green



Figure 3. Coasters made from original pandan leaves and those that have been dyed green



Figure 4. Group photo of pandan leaf weaving artisan partners

4. Discussion and Benefits

This activity was carried out with the aim of increasing the value of pandan mat MSME products through product diversification and improving marketing strategies. Based on the analysis conducted, pandan mat craftsmen in Kadumaneuh Village still produce mats in the same shape and size, with limited selling value. The lack of product innovation and marketing access hampers the economic potential of this craft, which is rooted in local culture and has been passed down from generation to generation. As a solution, this activity involves several comprehensive approaches, including product diversification skills training and digital marketing development. Craftsmen are given training to create derivative products such as accessories, decorations, and everyday items that are more attractive and functional, which are in accordance with modern market demand. In addition, the team also assists the marketing process through a digital platform by creating a village website that allows MSMEs to market their products more widely. This approach is in line with the Independent Campus-Independent Learning (MBKM) program, where YARSI University students and lecturers are involved in the implementation and development of MSMEs outside the campus environment. The result of this activity is not only measured by the success of product sales but also by the improvement of the skills and motivation of the craftsmen to continue to innovate and adapt to market needs.

This study provides an in-depth overview of implementing Early Childhood Development (ECD) through a community-based approach in a local context. Although the results are qualitative, they indicate an increase in the involvement of parents and teachers in ECD activities, which is an important foundation for children's cognitive and social development.

Similar studies, such as the one by Nugroho et al. (2021), which examined the effectiveness of community-based ECD programs in urban Jakarta, found similarities in terms of the importance of community involvement and increasing the capacity of local cadres. However, this study places more emphasis on the contextual aspects of culture and resource limitations in remote areas, which are often overlooked in previous studies.

On the other hand, the study by Hasanah (2020) showed that without ongoing training, ECD interventions tend to be short-term. In this context, this study shows that the sustainability of the program can be improved by building cross-sector commitment, such as support from villages, health centers, and local religious institutions.

Benefits Obtained

This activity provides various significant benefits, both for the pandan mat craftsmen and for the village community, including:

1. **Increased Income:** By creating more diverse and attractive derivative products, craftsmen can increase their income through the sale of products with higher selling values.

2. **Skills Development:** Craftsmen receive intensive training in product diversification and digital marketing. These skills enable them to continue to innovate and create products relevant to market trends.
3. **Expand Marketing:** A village website's existence as a digital marketing platform allows craftsmen to reach a wider market, including markets outside the village that were previously difficult to access.
4. **Preservation of Local Culture:** This activity also contributes to preserving the pandan weaving culture by providing added value through modern product innovation without sacrificing its traditional characteristics.
5. **Strengthening the Village Economy:** Increased income from MSMEs and active involvement in marketing contribute to driving the economy of Kadumaneuh Village, which ultimately improves the community's welfare.
6. **This study provides several important contributions:** Practical Contribution: These findings can be utilized by village governments, PAUD institutions, and NGOs to design ECD programs that are more adaptive to the local context. The community empowerment model applied in this study has been shown to increase residents' participation and ownership of the program.
7. **Academic Contribution:** This study adds to the literature on participatory approaches in early childhood development, especially in rural areas. Comparison with previous studies shows a gap in research related to local culture-based approaches and community social potential as the main drivers.
8. **Policy Benefits:** The study's results can be used to formulate policies to improve equitable PAUD services, especially for disadvantaged areas. The data obtained can strengthen advocacy for budget allocations based on the community's real needs.
9. **Sustainability Aspect:** This study shows that the success of the ECD program depends not only on early intervention but also on sustainability mechanisms built through cross-sector collaboration and community awareness.

Through this effort, it is hoped that the pandan mat MSMEs in Kadumaneuh Village can continue to develop sustainably, make a greater contribution to the local economy, and inspire other villages to develop their local potential.

5. Conclusion

This community service activity has succeeded in providing a positive impact on pandan mat craftsmen in Kadumaneuh Village through product diversification training and the use of digital platforms for marketing. Craftsmen are now not only able to produce traditional pandan mats, but also various value-added products, such as accessories and decorations made from pandan mats, which are more in demand in the market. Increasing knowledge and skills in product diversification and digital marketing is expected to increase the income of craftsmen, while preserving local culture. Furthermore, this activity also shows the importance of synergy between academics and the community in encouraging village development and community welfare. Through this collaboration, the objectives of the Kampus Merdeka program and the contribution of universities to community development can be realized, creating a significant social and economic impact on Kadumaneuh Village. From a managerial perspective, this activity shows the importance of a collaborative approach between universities, village governments, and MSMEs in advancing the village economy. With support in aspects of digital marketing, product innovation skills, and production tools, MSMEs can be more competitive and independent.

The implications of this study indicate that the program implemented has a positive impact in increasing the interest of PAUD children in learning through a creative and educational approach. This condition emphasizes the importance of fun and interactive learning methods in early childhood education. Therefore, to ensure the sustainability of this program, it is recommended that schools, parents, and other stakeholders continue to collaborate in creating an interesting and conducive learning environment. In addition, regular training for educators and the provision of

innovative learning media also need to be considered so that this program can continue to develop and provide long-term benefits for child development.

References

- Bahrudin, A., Wahyono, Widdiyanti, Minawati, R., & Yandri. (2020). Peningkatan Kemampuan Pembuatan Desain Produk Anyaman Rotan pada Kelompok Pusat Kerajinan Anak Nagari, Nagari Guguak Malalo, Kecamatan Batipuh Selatan, Kabupaten Tanah Datar. *E-DIMAS: Jurnal Pengabdian Kepada Masyarakat*, 11(4), 468–477. <https://doi.org/10.26877/e-dimas.v11i4.4162>
- Cahyana, A., & Sukayasa, K. W. (2012). Studi Pengembangan Desain Kerajinan Anyaman Pandan Sentra Industri Kecil Rajapolah Kabupaten Tasikmalaya. Universitas Kristen Maranatha. *Abdi Jurnal Pengabdian Kepada Masyarakat*, 1(1), 2798-2912.
- Ferdiani, R. D., Murniasih, T. R., Wilujeng, S., & Suwanti, V. (2018). Penambahan Alat Produksi Guna Meningkatkan Produktivitas Pengrajin Kaset. *Jurnal Pengabdian Dan Pemberdayaan Masyarakat*, 2(1), 23–28. <https://doi.org/10.30595/jppm.v2i1.1685>
- Khairani, S., & Pratiwi, R. (2018). Peningkatan Omset Penjualan Melalui Diversifikasi Produk dan Strategi Promosi Pada UMKM Kerajinan Souvenir Khas Palembang. *CARADDE: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 36–43. <https://doi.org/10.31960/caradde.v1i1.18>
- Suniantara, I. K. P., Putra, I. G. E. W., & Hutajulu, S. (2019). Pelatihan Pengolahan dan Pengemasan Kacang Mentik di Desa Bukit. *Widyabhakti Jurnal Ilmiah Populer*, 1(2), 21–25. <https://doi.org/10.30864/widyabhakti.v1i2.45>
- Suniantara, I. K. P., Putra, I. G. E. W., & Astapa, I. G. A. (2019). Application of Technology Appropriate on Kripik Rempeyek House Industries in Perean Village. *Jurnal Sinergitas PkM & CSR*, 3(2), 23–25.
- Werastuti, D. N. S. (2022). Peningkatan Keterampilan Menganyam Kerajinan Bambu Untuk Menciptakan Diversifikasi Produk Unggulan. *JMM Jurnal Masyarakat Mandiri*, 6(1), 432–441. <https://doi.org/10.31764/jmm.v6i1.6418>