

# Application of Creative Innovation Media and Digital Marketing of Leather Industries in Banguntapan, Yogyakarta

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**Keywords:** Creative Innovation Media, Digital Marketing, Leather Industries.

**Abstract:** Handicraft industry The cow leather in Yogyakarta is growing rapidly. The empowerment that we want to start is through the creative innovation industry. What is meant by creative innovation is to innovate in terms of the technique of creating outer leather products, both bags, wallets, etc. The next empowerment is digital marketing innovation, which is how a product is shown to have an optimum image at a price that remains affordable in the community. For example, the process of taking product pictures, packaging, and marketing media with social media technology. These problems include (1) socialization issues that creative innovation media and digital marketing media; (2) the problem of developing the application of creative innovation media and digital marketing media; (3) environmental aspects; and (4) network problems that must be increasingly multiplied, owned, tightened, to support various other positive things from craftsmen. The following are the problems and solutions offered by the service team to resolve the issue: The first problem, namely the problem of the socialization of creative innovation media and digital marketing media through training provided to the craftsmen community.

## 1 INTRODUCTION

Handicraft industry The cow leather in Yogyakarta is growing rapidly. This started when the Bantul government developed the cow leathercraft industry in an area known as GMT, namely Gabusan, Manding, and Tembi, in the 2000s. Over time, the leathercraft industry also emerged in various other regions with all the capital, innovation, and finally became a trend among the people, especially the fashion industry. This is also very possible because in Yogyakarta there is a Leather Technology Academy which is now a Polytechnic of the Leather Technology Academy with three majors, namely:

1. Department of Skin Processing Technology
2. Rubber and Plastic Processing Technology Department
3. Department of Leather Products Processing Technology

Cowhide is a by-product of the beef industry, a by-product which also has to undergo further innovative processing so as not to become garbage and waste. Cowhide can be processed into ponds, for example, but other innovations are still needed that provide more value for the community of craftsmen and users. The emergence of the leather bag

craftsman industry in Yogyakarta gives a positive value, especially in the world of fashion that demands innovation in terms of models, shapes, packaging, and even digital marketing media in the current era.

The question that arises is whether all-leather bag artisans in Yogyakarta can compete and survive with other local leather bag artisans? Are there capital constraints, for example? And also, whether innovation and digital marketing have become enough stock for them to have? Some big names have sprung up in the fashion industry in various national and international scale craft exhibitions. The majority cannot be denied for models still imitating branded bag models and are also in demand by the public. Public interest occurs because of the good quality with local prices compared to the branded circulating in the market, both original, mirror, and the umpteenth time, so the choice of using a local leather bag is a wise decision.

The intriguing question is, what about standard leather bag artisans? How do they compete with fellow local artisans who are more or less the same model, quality and price are also the same. There are investors with cow leather processing from upstream to downstream into patented leather bag products,

and there are investors with marketing media only and cooperating with the surrounding craftsmen partners, then what about other community artisans who independently do not a partner and fight alone? Are they struggling with technical innovations, models, and marketing media?

Based on the above, the team empowered the local leather bag craftsmen in the Bangunharjo area, Sewon, Bantul, Yogyakarta. As for the consideration is the absence of large investors there and the surrounding community fought independently together to produce certain types of leather bags with limited capacity. They must be given empowerment in the form of innovation for their leather bag products and also digital marketing media in the current industrial era 4.0 so that their markets are not only local, national, but also international.

The empowerment that we want to start is through the creative innovation industry. What is meant by creative innovation is to innovate in terms of the technique of creating outer leather products, both bags, wallets, etc.? Innovation is also in the medium of making products that are not merely the same as others in the form of standard leather bags, for example, added paintings to bags with local cultural styles as a form of respecting and maintaining local wisdom. And also, innovation in packaging that sometimes this is not a concern of craftsmen, even though starting from packaging, can make products have more value.

The next empowerment is digital marketing innovation, which is how a product is shown to have an optimum image at a price that remains affordable in the community. For example, the process of taking product pictures, packaging, and marketing media with social media technology. This will determine how a product is accepted by the perception of the surrounding community, even nationally and internationally. It is hoped that the empowerment will increase the number of sales, followed by an increase in production capacity with maintained quality control. And finally, it will increase the empowerment of artisans and the surrounding community.

The idea of empowering the people's economy according to Mahmudi (1999) in Ravik (2009) is an effort to encourage and protect the growth and development of local economic strength and the mastery of science and technology (science and technology) by the community based on the strength of the people. One form of empowerment idea is creative innovation media and digital marketing media.

## 2 PARTNER PROBLEM

The implementation of creative innovation media applications and digital marketing media is possible to meet many problems encountered. These problems include (1) socialization issues that creative innovation media and digital marketing media are needed for the handicraft industry and the community as industrial makers or actors must realize and develop consistently and confidently; (2) the problem of developing the application of creative innovation media and digital marketing media which needs more external help so that the craftsmen community is increasingly learning and implementing media consistently; (3) environmental aspects, such as the lack of support from existing institutions, such as banking and government to help industries that are not talented in certain regions; and (4) network problems that must be increasingly multiplied, owned, tightened, to support various other positive things from craftsmen, for example by frequently cooperating in exhibitions of any scale will further add to their products and brands.

## 3 SOLUTIONS AND OUTPUT TARGETS

The following are the problems and solutions offered by the service team to resolve the issue: The first problem, namely the problem of the socialization of creative innovation media and digital marketing media through training provided to the craftsmen community. Training in the form of product innovation, including paint and painting in their leather bag products so that they are not plain polish, training inefficient and exclusive packaging to increase sales value in marketing, and the use of information technology as a means of digital marketing media so that their products are increasingly recognized through the media social.

The second problem, namely the problem of developing creative innovation media and digital marketing media which needs more external help. Need assistance, training, and experts who help development in the aspects of painting innovation in products, packaging, and digital marketing media.

The third and fourth problems, environmental aspects, such as the lack of integration and consistency between programs, and network problems that must be increasingly multiplied, owned, tightened, to support various other positive things from artisans. We will involve various parties

related to the ministries of industry and trade, banking, government, and mass media so that they know the leather craftsmen in this area who have products that can compete.

## 4 METHOD OF IMPLEMENTATION

The methods for carrying out the above activities are as follows:

1. Media dissemination of creative innovation and digital marketing media. This activity was carried out by inviting all local craftsmen to receive the following training:

- a. Painting with paint media on leather bag products.
- b. Designing efficient and effective packaging increases product value.
- c. The use of digital communication media through social media, Facebook, and Instagram.
- d. The use of digital communication media through the Tokopedia and Shopee market places.

2. Application of creative innovation media and digital marketing media. This activity is carried out by inviting speakers and mentoring about some of the following practical process activities:

- a. Painting with paint media on leather bag products.
- b. Designing efficient and effective packaging increases product value.
- c. The use of digital communication media through social media, Facebook, and Instagram.
- d. The use of digital communication media through the Tokopedia and Shopee market places.

3. Fostering networks with the Ministry of Industry and Trade, Banking, and the local government to help promote and involve artisans in exhibitions on a local, national, and even international scale.

## 5 CONCLUSIONS, LIMITATION, AND SUGGESTIONS

### 5.1 Conclusions

- a. The effort to help realize the assistance of using social media applications for marketing leather

products for MSMEs is apparently not as easy as we read theories, analyze situations and conditions, then try to apply what we learn in theory into practice. But so many things and communication must be intertwined because the reality of practice is not as easy as the theory or what we imagine. There are many technical, social, economic, and even psychological constraints that require sensitivity and in-depth analysis so that what becomes a program runs well, not only at the initial stage of concept and implementation but also integrated with daily transaction activities for MSME entrepreneurs.

- b. The social media application that we use every day and as if it is easy to implement has been tried by the owner of Anantio's UMKM, and they stated that it is quite easy and successful using social media. This is expected to provide a strong foundation in order to maintain the quality of service and sales. Thus the purpose of assistance for community empowerment is well achieved.

### 5.2 Limitations and Suggestions

As for the limitation in community service, this time is time, that is because the process of compiling lists and account codes that have not been structured is quite time-consuming. For the implementation of the system and recording of transactions still encounter difficulties when there is an item code that has not been entered. And it is recommended that we continue to provide assistance because the concept of independence is not only said to be successful with the implementation of computerized transaction recording, but also business continuity along with generally accepted financial reporting. It also requires ongoing collaboration between researchers and drafter, to help each other implement this program on target, namely independence and economic prosperity of the community.

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