

## **TRAINING AND MENTORING OF THE CREATIVE WOMEN'S GROUP TANGINAS TO DEVELOP INNOVATIVE BAMBOO SHOOT-BASED PRODUCTS IN CIMAREME VILLAGE, WEST BANDUNG REGENCY**

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### **ABSTRACT**

*Community empowerment through the utilization of local potential is the focus of the community service program. This program aims to empower the Creative Women's Group Tanginas in Cimareme Village, West Bandung Regency, by optimizing bamboo shoots as raw materials for innovative products. Various training and mentoring are carried out to improve digital marketing skills, standard operating procedures, and financial reporting. Evaluation using pre-tests and post-tests showed a significant increase in participants' knowledge and skills, especially in utilizing digital platforms such as websites for branding and sales. This program has succeeded in increasing production capacity, standardizing product quality, and expanding market reach, thus contributing to the sustainability of the local economy.*

*Keywords: community empowerment; bamboo shoot; innovation*

### **INTRODUCTION**

Community empowerment is a strategic approach to increasing the capacity of individuals and groups to take control of their lives through strengthening local resources, skills and management of potential. Community empowerment is one of the keys to a village's success in creating prosperous life for the community, with the existing village potential, the community can develop ideas,

creations of superior products in the village that awaken the entrepreneurial spirit (Fauziah et al., 2020).

The aim of community empowerment is to develop the independence and ability of communities to improve their standard of living consciously and through participation in development.

Cimareme is a village in Ngamprah District, West Bandung Regency, West

Java, Indonesia. Cimareme Village was founded in 1859 with the first Village Head Yudha.

Cimareme Village, as one of the villages with abundant local resource potential, has become a place for the development of various community empowerment initiatives. One of them is the Creative Women's Group Tanginas, a community that focuses on developing the skills and creativity of its members to produce products of economic value. This group is not only a place for women to increase their productivity but also plays an important role in supporting the local economy.

The Creative Women's Group Tanginas consists of housewives who are interested in using bamboo shoots as a raw material for healthy food. Bamboo shoots contain high nutrients. Bamboo shoots contain antioxidants, fiber (complex carbohydrates), fat, protein, vitamin A, thiamin, riboflavin, vitamin C, as well as other minerals such as calcium, phosphorus, iron and potassium (Makatita, 2020). Innovation in bamboo shoot processing can be an economic opportunity for the community, especially Creative

Women's Group in rural areas who often face technological and marketing constraints.

Cimareme Village, Ngamprah District, West Bandung Regency, has abundant bamboo shoot potential, but its management is still limited to traditional methods and small scale. This condition causes local products, such as bamboo shoot cheese stick, to not be able to reach a wider market due to limited production capacity and minimal digital marketing strategies. Empowerment through digital technology is the main key to ensuring the sustainability of MSMEs. MSMEs, also known as micro-enterprises, In the dynamic Indonesian economy, small and medium enterprises play an important role in driving economic growth (Mutiara & Damayanti, 2024). Therefore, digital-based training and mentoring are needed to encourage product innovation while increasing the competitiveness of community groups, especially in strengthening brand identity and expanding market access. Therefore, digital-based training and mentoring are needed to encourage product innovation while

increasing the competitiveness of community groups.

Through this community service program, the focus is on providing solutions to increase production capacity, management skills, and digital marketing strategies for Tanginas. With a holistic approach that includes website management, product photography, and entrepreneurship training, it is hoped that the community can create innovative and competitive bamboo shoot-based products and expand their market reach through digital platforms.

The hope of this activity is not only to increase community income, but also to create a sustainable technology-based empowerment model.

## **RESEARCH METHOD**

This community service program was implemented in Cimareme Village, Ngamprah District, West Bandung Regency in 2024. The location was selected based on the potential abundance of bamboo shoots as raw materials for healthy food, which has been utilized by the Creative Women's Group Tanginas. However, partners face various obstacles, such as limited technology, less than optimal

product innovation, and conventional marketing methods. This program is designed to improve partners' knowledge and skills through various systematic stages, involving 43 participants, including members of the Virageawie Community, local government, and academics.

The initial stage of implementation began with conducting interviews and observations to better understand the needs of partners and the problems they face. From this activity, major obstacles were found such as lack of processing facilities, minimal knowledge about technology-based business management, and low digital marketing skills. The information collected was then used to map problem priorities and develop strategic steps that were in accordance with partner needs.

After the initial analysis, a focus group discussion (FGD) was conducted to discuss the problem in more depth. This activity is not only a means of identifying challenges, but also a place for the service team and partners to formulate the most relevant solutions.



**Figure 1. Focus Group Discussion**

The results of the FGD produced an activity plan that included product photography training, website management, digital marketing strategies, preparation of financial reports according to MSMEs standards, and the creation of Standard Operating Procedures (SOPs) to improve production consistency and quality as well as training on the importance of business legality such as Halal Certification and Business Identification Numbers.

Before the training was conducted, the team conducted a socialization to provide an overview of the objectives, benefits, and stages of the activity to the participants. This socialization also included an explanation of the importance of evaluation through pre-tests and post-tests as a tool to measure the impact of the program on improving participants' skills and knowledge. The socialization process helped increase participants'

enthusiasm and commitment to follow the program.

The training stages that are the core of this program are designed in a structured manner to provide practical knowledge to partners. The training is conducted in five main sessions covering digital marketing, product photography techniques, preparation of MSMEs financial reports, creation of production SOPs, and the importance of business legality such as Business Identification Numbers, and halal certification. With a practice-based approach, participants are invited directly to manage digital platforms such as websites and social media, create attractive product photos, and understand how to record finances systematically.

To ensure that the program has a real impact, a pre-test was conducted before the training to measure participants' initial knowledge. After all training sessions were completed, a post-test was conducted to evaluate the extent to which participants' skills and understanding had improved. Analysis of the pre-test and post-test results showed the success of the program in improving partners' competencies,

especially in business management and digital marketing.

After the training is completed, intensive mentoring is provided to partners to ensure the application of the knowledge gained in daily business activities. The service team continues to monitor the progress of partners and provides technical assistance if obstacles occur, both in the production process and marketing. This mentoring aims to ensure the sustainability of the program and strengthen the capacity of Tanginas in managing the business independently.

This integrated implementation method is designed to provide long-term impacts on the economic independence of partners, while supporting the development of locally based products that are competitive in the market.

## **RESULTS AND DISCUSSION**

The implementation of the Community Service program in Cimareme Village, Ngamprah District, West Bandung Regency, focuses on empowering the Creative Women's Group Tanginas. This activity aims to increase the economic capacity of

partners through optimizing the use of bamboo shoots as raw materials for healthy food and the application of digital technology in business management. The target group is 10 members of "Tanginas", the majority of whom are housewives with secondary education backgrounds and basic skills in making cakes for family consumption.

Based on the results of the Focus Group Discussion (FGD), several major problems were found that hampered partner productivity. First, the limited production equipment that still uses simple devices such as small-capacity blenders and household mixers, resulting in low production capacity and inconsistent output quality. Second, partner knowledge of Standard Operating Procedures (SOPs) in bamboo shoot processing is still limited, so that the product results do not have consistent quality standards. Third, product innovation is also



minimal because partners only produce “Cheese Stick Bamboo Shoots” as the main product. Fourth, marketing is still carried out conventionally, so that market reach is very limited.

The Community Service activities are designed in three main stages to overcome existing problems, namely: (1) providing bamboo shoot processing equipment and developing a website as a marketing medium, (2) training and mentoring partners to improve knowledge and skills, which are carried out together with VirageAwie in the “Festival in Buruan” event, and (3) production practices by utilizing Community Service’s assistance equipment.

The initial stage of community service includes the provision of more modern production equipment to increase efficiency and production capacity. Equipment such as mixers and large-capacity ovens have been submitted as part of the 2024 Ministry of Education and Culture, Research, Technology and Higher Education, The Directorate of Research, Technology and Community Service Appreciates the Achievements of Research and Community Service grant funding.



**Figure 2. Handover of Production Equipment**

This equipment is expected to support partners in increasing productivity and diversification of bamboo shoot-based products. To support brand and product promotion while expanding the reach of the digital market, community service team utilized funding from The Directorate of Research, Technology and Community Service Appreciates the Achievements of Research and Community Service Ministry of Education and Culture, Research, Technology and Higher Education for the creation and development of the website “Awisfoddie.com”.



Source: Awisfoddie.com

**Figure 3. Website Awisfoodie.com**

The next stage is the Diburuan Fest Volume 2 event, organized by the VirageAwie community, which is an important platform to introduce Tanginas products to a wider audience. This event presents various creative activities such as a bamboo craft photo exhibition, skills workshops, and traditional Sundanese art performances. In the workshop activities, participants are trained in various aspects of business, including product photography, digital marketing, making MSMEs financial reports, and preparing production SOPs. This workshop provides partners with practical knowledge and skills to manage their businesses more professionally.

Product photography is one of the leading trainings that helps participants understand the basic techniques of lighting and composition to produce attractive product visuals. Visual appeal can also increase user satisfaction and strengthen the intention to make a purchase (Elysha & Batu, 2024).



**Figure 4. Product Photo Training and Assistance**

In addition, digital marketing training involves optimizing social media and managing websites, which aims to expand market reach and increase sales of bamboo shoot-based products through online platforms. Digital media allows consumers to explore deeper information needed to make decisions before making a purchase. In addition, consumers can interact quickly with sellers regarding the products offered (Wijoyo et al., 2020).



**Figure 5. Digital Marketing Training**

Good financial management is essential for the success of an MSMEs business, but many do not have the skills to manage cash properly (Arrasyidah & Syarif, 2024). MSMEs

actors assume that preparing financial reports is difficult and need to be given special training or assistance in preparing financial reports (Alamsyah et al., 2023). Therefore, this workshop provides training in preparing financial reports according to MSMEs standards to help participants understand how to prepare financial reports according to standards, so that they can understand the financial condition of their business and be ready to face financing needs. Financial literacy is critical for entrepreneurs because it equips them to make sound judgments based on facts and make the most prudent financial choices (Andriamahery & Qamruzzaman, 2022).



**Figure 6. Financial Statement Training and Assistance**

Next, provide training in making Standard Operating Procedures (SOPs), which help participants create more structured and efficient operational procedures in running a business. The quality of a product or service with the existence of Standard

Operating Procedures (SOPs) will produce consistent and maintained results (Rambe et al., 2023).



**Figure 7. Training and Assistance for Standard Operational Procedures**

As part of the legality of the business, training on the importance of having a Business Identification Number and halal certification is also provided. Participants are taught the process and benefits of having these important documents to ensure their business operates legally and is trusted by consumers, especially in the food sector.



**Figure 8. Business Legality Training and Assistance**

The halal product process is part of the activity process that aims to ensure the halal of a product which includes purchasing raw materials,



providing materials, processing, storage, packaging, distribution, to product presentation. Halal certification on products can increase customer satisfaction which is beneficial for increasing business turnover (Mardhotillah et al., 2022).

The results of the implementation of this community service activity showed success in improving the understanding and skills of partners through the application of pre-test and post-test methods. Before the training began, a pre-test was conducted to measure the participants' initial knowledge, with an average score of 67.5. After the entire series of training was completed, the average post-test score increased significantly to 83.

**Table 1. Pre-test and post-test result**

Training Material Question Number	Training Material Achievement Score	
	Pre-test	Post-test
1	70	80
2	70	83
3	70	80
4	70	90
5	50	80
6	65	80
7	70	80
8	65	80
9	70	78
10	75	100

This improvement illustrates the effectiveness of the training in providing positive impacts, especially in the ability of partners to manage the website “Awisfoddie.com” which is now optimally used for online product promotion and sales. This method provides a measurable picture of the program's impact on increasing partner capacity in facing digital-based market challenges.

The photo exhibition at the Diburuan Fest event also showcases the potential of bamboo as a sustainable local resource. These photos illustrate the process of processing bamboo into a creative and economically valuable final product. This is in line with VirageAwie's mission to promote bamboo as a commodity that is not only ecologically valuable, but also

economically valuable.

The final stage of the program involves intensive mentoring to ensure that partners can implement the skills they have learned sustainably.



**Figure 9. Assistance in the use of production tools**

Mentoring includes monitoring the use of production tools, implementing SOPs, and managing digital marketing. The results of this program not only increase production capacity and partner income, but also strengthen the “Awisfoddie” brand as a competitive bamboo shoot-based product in the local market.

The sustainability of this program will be supported through collaboration between communities, academics, and local governments, to ensure that Tanginas can continue to grow and reach a wider market, both locally and internationally.

**CONCLUSION**

The implementation of the community service program in Cimareme Village has succeeded in increasing the economic capacity of the Creative Women's Group Tanginas through bamboo shoot-based product innovation and the application of digital technology. Through training and mentoring, partners can increase production capacity, understand production operational standards, and manage marketing digitally. The

positive impact of this program can be seen from the increase in the average post-test scores of participants, the optimal use of digital platforms for promotion, and the creation of competitive products in the local market. This success emphasizes the importance of adapting technology to encourage economic independence based on local potential. The recommended next steps are to expand the market to the national and international levels and strengthen collaboration between communities, academics, and local governments for the sustainability of the program. Periodic evaluations must also be carried out to ensure that the program continues to develop according to the needs of partners and the market.

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