



Serati Banten Empowerment Through Serati Banten Regeneration Training and Digital Marketing Socialization to Increase the Productivity of UMKM Serati Banten in the Village of Batuan, Gianyar

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ABSTRACT

Bali is an area with cultural traditions that are still well preserved. Batuan is one of the many villages in Gianyar which still preserves its conserve and culture from the past to the present. In Bali, it is known for the many and dense religious ceremonies and traditional ceremonies where each procession uses an ceremony called banten. Serati Banten is the spearhead of all ceremonial activities that are held. Serati Banten is someone who has expertise, both in terms of ethics and ability, in making religious ceremonial equipment, especially banten and offerings in the Hindu community. Banten made must be based on sincerity and good ethics so as to enhance the meaning and meaning of a ceremony. Seeing the importance of the role of offerings in traditional and religious activities in Bali, Ngurah Rai University through the community service program KAT Group 1 held training on regeneration of offerings and socialization and digital marketing training to increase the productivity of UMKM in Batuan, Gianyar Village. Ngurah Rai University through KAT UNR Group 1 also handed over aid for the production of Banten production which was handed over by the head of the accompanying lecturer along with other accompanying lecturers to the chairperson of the Banten Banten Association and its members.

Keywords: Bali, Serati Banten, Banten, community service, UMKM

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1. INTRODUCTION

Negara traditional village is located in the Batuan village, Sukawati District, Gianyar Regency, Bali Province, with a population spread across 4 Banjar Dinas. The existence of the handicraft industry in the Negara Traditional Village, Batuan Village, is an industry that is able to provide added value to the residents of the Batuan Traditional Village, such as employment, increase the income of the population, and the village's original income. Negara Batuan traditional villlage consists of four banjar, namely: Banjar Penida with a population distribution of 102 heads of families (KK), Banjar Bucuan with 89 families, Banjar Penataran with 114 families and Banjar Tegehe with 74 families. The main livelihoods of the residents of Desa Adat Negara are farmers, craftsmen, traders, services, civil servants, laborers and others.

One of the businesses that can be developed in Negara traditional village, especially Banjar Penida, is in the field of ceremonial or offerings and their equipment. Upakara or offerings are embodiments and teachings of bhakti marga and karma marga [Sri Arwati, \(2008\)](#). The phenomenon of selling ceremonial products is increasing in the community. This happened because of the high demand due to the activities of the Balinese people, especially Balinese women, who work outside the home. In this modern and practical era, Balinese women prefer to buy ready-made ceremonial equipment [Damayana, \(2011\)](#). Economically, this demand provides new business opportunities for the Balinese. [Sri Arwati, \(2008\)](#) said that the handyman banten also

called Sarathi are those who has a duty to realize offerings or ceremonial offerings as a means of the ceremony Hinduism is guided by rules which concerns a law because of the banten embodied has a sacred meaning. In line with the opinion of [Subagia I Ketut, \(2006\)](#) saying that Sarathi is a person who has the obligation and responsibility to prepare offerings related to ceremonies carried out by Hindus. In Banjar Penida, Negara traditional village, there is a household business engaged in making offerings. This business has been run since 2015 by Mrs. Ni Ketut Diarti. Seeing current market opportunities, partners can develop skills in selling ceremonial equipment, in order to increase sales turnover. There is one research that similar to the author's research. The research from [Lilawati Adhikang, \(2019\)](#) conduct research about Sarathi Banten di Bali Antara Profesi dan Yadnya Dalam Perspektif Persaingan Pasar Bebas.

The problem that partners are currently facing is the lack of partner's monthly sales turnover when they don't get orders. This is because the production of upakara or offerings is still seasonal, in the sense that it is still influenced by auspicious days in determining religious ceremonies and Hindu religious on the Balinese calendar. So if in a few months the number of religious in Bali is not too much, then the production of offerings will decrease and they will not even carry out production. The lack of supporting infrastructure in making offerings so that it can hinder the process of completing ceremonies. [Wiana I Ketut, \(2006\)](#) mentions it as a business without morality creates sin. A Sarathi who 'trades' offerings because there is demand from the public as a buyer in the free market is not prohibited, the profession of being a trader is mentioned in Bhagawat Gita Chapter.18 sloka 44 . In addition, partners also have problems in terms of marketing. Lack of understanding regarding marketing in the sale of offerings products. Therefore it is important to carry out various trainings related to improving the skills of making offerings and to regenerate serati banten (person that expert in Balinese offerings) and also to conduct marketing training through digital marketing. The aims of this research are to educated and conserve young generation to know about banten.

2. METHOD

The method of implementing the empowerment program is through training on regeneration of Serati Banten and socialization and digital marketing training to increase the productivity of the UMKM of serati banten in Batuan Village, Gianyar. The data collection technique used in this service consists of observation techniques in collecting primary data. Interview techniques in collecting secondary data and mixed questionnaire techniques as tertiary data sources.

3. RESULTS AND DISCUSSION

Ngurah Rai University as a higher education institution based on the Tri Dharma of Higher Education is obliged to carry out community service. In carrying out community service, Ngurah Rai University has launched an annual program known as the Integrated Applicative Lecture (KAT). The community service in this research was carried out by the Negara Traditional Village which is administratively one of the traditional villages under the auspices of Batuan Village, Sukawati District, Gianyar Regency.

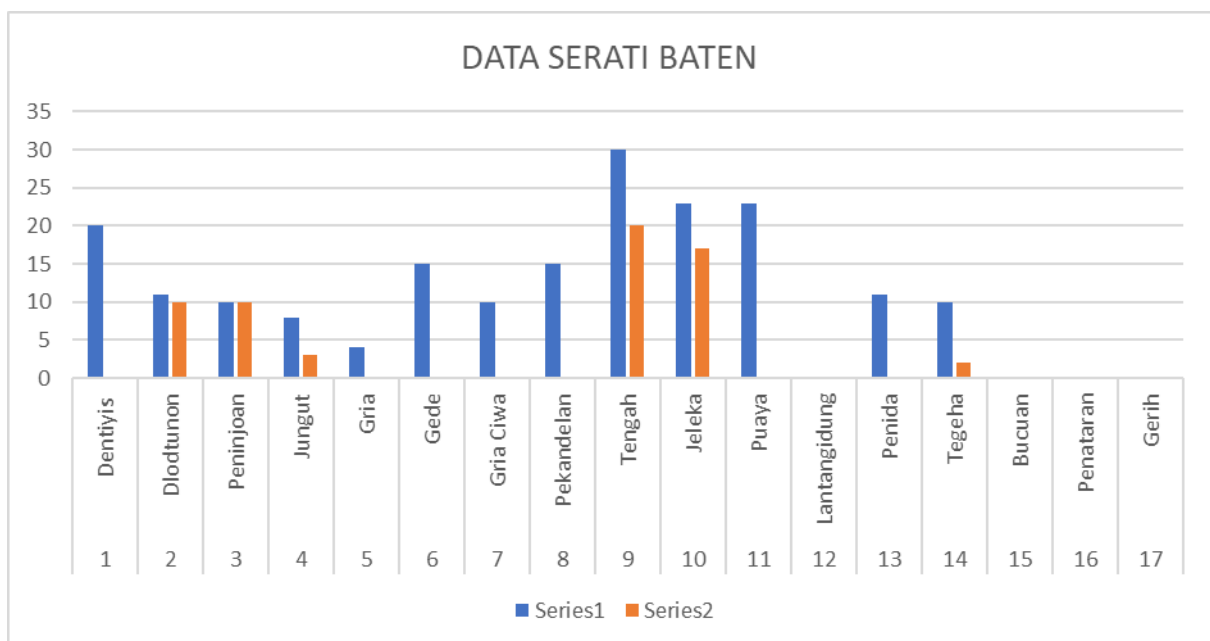
The community service program carried out in Batuan Village is targeting serati banten. As for the selection of Serati Banten as a service program this time because Bali is known for its many and dense religious ceremonies and traditional ceremonies where each process uses an ceremony called banten but from year to year few Balinese people can make offerings even if they can because of busy work so they don't make it possible to make banten. These changes in society have allowed Serati banten to develop their careers in the business of selling offerings for yadnya and customary needs for people in need, and Serati banten can also increase their income to meet their daily needs from selling this offering. However, Serati banten, who are generally people who are elderly and far from technology, of course, can only do marketing around their environment. The following is the distribution of offerings of offerings in Batuan Village:

Tabel 1

Data Sebaran Serati Banten

DATA GABUNGAN SEMUA BANJAR DESA BATUAN GIANYAR			
No	Nama Banjar	Jumlah serati banten	Sudah mendapat pembinaan

1	Dentiyis	20	0
2	Dlodtunon	11	10
3	Peninjoan	10	10
4	Jungut	8	3
5	Gria	4	0
6	Gede	15	0
7	Gria Ciwa	10	0
8	Pekandelan	15	0
9	Tengah	30	20
10	Jeleka	23	17
11	Puaya	23	0
12	Lantangidung	-	-
13	Penida	11	0
14	Tegeha	10	2
15	Bucuan	-	-
16	Penataran	-	-
17	Gerih	-	-



Source: Batuan Village

From the data above it can be seen that the number of offerings in Batuan Village is quite a lot, but it is not evenly distributed throughout the banjar in Batuan Village. Guidance for the Serati is also not evenly distributed and carried out optimally, especially for regeneration. Seeing the great potential of this Serati Banten, 2 (two) community service programs were created, namely:

1. Empowering serati banten through training on the regeneration of serati banten in Batuan Gianyar Village;

2. Conducting socialization and digital marketing training to increase the productivity of Serati Banten UMKM in Batuan Gianyar Village.

The first activity was training on regeneration of Serati Banten in Batuan Gianyar Village which was carried out at Banjar Tegeha which was attended by the Head of Banjar Tegeha namely Mr. I Nyoman Cakra, 10 people from Serati Banten, Banjar Tegeha youths, KAT group 1 lecturers and students across study programs KAT Group 1 Ngurah Rai University. This activity received appreciation from the head of banjar and was enthusiastically followed by the participants.

Picture 1

Serati Banten Regeneration Training Activities, Batuan Village, Gianyar



The second activity is socialization and digital marketing training to increase the productivity of Serati Banten UMKM in Batuan Village, Gianyar. This activity was moderated by a Lecturer in the Master of Law at Ngurah Rai University, namely Dr. Putu Eka Trisna Dewi, SH., MH., CLA. On the first occasion, the material was brought by Mr. I Nyoman Suargita, S.Sos., MAP as the opening act. Mr. I Nyoman Suargita, S.Sos., MAP apart from being a permanent lecturer at Ngurah Rai University, he is also a direct resident who lives in Batuan Village, delivering his material as a form of motivation for the younger generation in Batuan Village to maintain culture, especially the tradition of making banten. The material presented by him was the socialization of the introduction of offerings to the younger generation in creating the Serati generation.

On the second opportunity to enter the core material of the socialization, the material was delivered by Mr. Tjokorda Gde Agung Wijaya K.S, BComm., MIntBus., CMA. The material presented by him was establishing a digital-based marketing strategy. In their presentation, the resource persons explained about digital marketing and copywriting as well as practical tips and tricks for doing digital marketing that is easy, cheap, efficient and interesting related to offering offerings on social media and online platforms.

Picture 2

Digital marketing outreach and training activities



In the final session of the Ngurah Rai University community service event through KAT UNR Group 1 handed over production equipment for making Jaje Banten and Banten itself in the form of 10 knives, 10 staples, 1 stove, 1 press tool, and 1 mill tool handed over by the head of the accompanying lecturer along with other accompanying lecturers to the chairperson of the serati banten and its members.

Picture 3

Community Service Activity Aid Submission Activities (KAT UNR)





IV. CONCLUSION

Bali is known for its many and dense religious ceremonies and traditional ceremonies in which each procession uses an ceremony called banten. Serati Banten is the spearhead of all ceremonial activities that are held. Serati Banten is someone who has expertise, both in terms of ethics and ability, in making religious ceremonial equipment, especially banten and offerings in the Hindu community. Banten made must be based on sincerity and good ethics so as to enhance the meaning and meaning of a ceremony. Seeing the importance of the role of Serati Banten in traditional and religious activities in Bali, Ngurah Rai University through the community service program KAT UNR Group 1 held training and regeneration of Serati Banten and outreach and digital marketing training to increase the productivity of the UMKM of Banten in Batuan, Gianyar Village. As the culmination of the community service event, Ngurah Rai University through KAT UNR Group 1 handed over production equipment for making Jaje Banten and Banten itself in the form of 10 knives, 10 streples, 1 stove, 1 press tool, and 1 mill tool handed over by the head of the accompanying lecturer along with other accompanying lecturers to the chairperson of the Serati banten and its members.

THANK YOU

Thank you to the Ngurah Rai University LPPMPK for funding the entire series of Community Service activities in the KAT UNR Group 1 program. Thank you also to Mr. Head of Batuan Village for allowing him to carry out Community Service activities in Batuan Gianyar Village.

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