

EMPOWERING THE DAYAK COMMUNITY'S ECONOMY THROUGH DIGITAL MARKETING OF TRADITIONAL ACCESSORIES VIA SOCIAL MEDIA

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Abstrak

Masyarakat pedesaan di Kalimantan, khususnya suku Dayak, memiliki keahlian turun-temurun dalam membuat aksesoris, ornamen, dan pakaian tradisional Dayak yang unik. Namun, produk-produk ini belum dikembangkan atau diperkenalkan secara luas kepada masyarakat karena keterbatasan pengetahuan teknologi dan strategi pemasaran modern. Hal ini mengakibatkan kurang termanfaatkannya potensi budaya dan ekonomi yang dimiliki oleh masyarakat Dayak. Kegiatan pengabdian masyarakat ini bertujuan untuk membantu masyarakat Dayak dalam memanfaatkan teknologi media sosial sebagai sarana pemasaran produk aksesoris mereka. Strategi yang dilakukan antara lain pelatihan penggunaan platform media sosial seperti Facebook, Instagram, dan WhatsApp Business, pembuatan konten promosi yang menarik dan berkualitas, serta pendampingan pengelolaan akun media sosial yang berkelanjutan. Melalui program ini, masyarakat diharapkan dapat memperkenalkan aksesoris tradisional Dayak ke pasar yang lebih luas, meningkatkan nilai jual produk, memperluas jaringan pelanggan, dan menumbuhkan kemandirian ekonomi. Hasil dari program ini menunjukkan adanya peningkatan kemampuan peserta dalam membuat konten promosi, memahami algoritma media sosial, dan meningkatkan kepercayaan diri untuk memasarkan produk mereka secara online. Strategi pemanfaatan media sosial ini terbukti efektif dalam mengoptimalkan pemasaran aksesoris pedesaan suku Dayak dan dapat menjadi model untuk diimplementasikan di daerah-daerah adat lainnya di Indonesia.

Kata Kunci: Media Sosial, Pemasaran Digital, Aksesoris Dayak, Kemandirian Ekonomi

Abstract

Rural communities in Kalimantan, particularly the Dayak tribe, possess inherited skills in creating unique accessories, ornaments, and traditional Dayak clothing. However, these products have not been developed or widely introduced to the public due to limited technological knowledge and modern marketing strategies. This has resulted in the underutilization of the cultural and economic potential of the Dayak community. This community service activity aims to assist the Dayak people in utilizing social media technology as a means of marketing their accessory products. The strategies implemented include training in the use of social media platforms such as Facebook, Instagram, and WhatsApp Business, creating attractive and high-quality promotional content, and providing assistance in sustainable social media account management. Through this program, the community is expected to introduce Dayak traditional accessories to a wider market, increase product selling value, expand their customer network, and foster economic independence. The results show improved participants' skills in promotional content creation, understanding social media algorithms, and gaining confidence to market their products online. This social media utilization strategy is proven effective in optimizing the marketing of Dayak rural accessories and can be a model for implementation in other indigenous areas of Indonesia.

Keywords: Sosial Media, Digital Marketing, Dayak Accessories, Economic Independence

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1. INTRODUCTION

Indonesia has an incredibly diverse cultural wealth, one of which is the culture of the Dayak tribe in Kalimantan. The Dayak people are renowned for their skills in crafting traditional accessories, ornaments, and traditional clothing that hold deep aesthetic and philosophical values. These accessory products are meticulously crafted using natural materials from their surroundings, reflecting their cultural identity (Haba, 2021). memiliki kekayaan budaya yang sangat beragam, salah satunya adalah budaya suku Dayak di Kalimantan. Suku Dayak terkenal dengan keterampilannya dalam membuat aksesoris tradisional, pernak-pernik, hingga baju adat yang memiliki nilai estetika dan filosofi mendalam. Produk aksesoris tersebut dihasilkan dari

proses pengerjaan yang teliti, menggunakan bahan-bahan alam sekitar yang mencerminkan identitas budaya mereka (Haba, 2021).

Unfortunately, these unique Dayak accessories, despite their high cultural value, have not been widely developed or introduced to communities outside their region. This is due to limited technological knowledge, particularly in digital marketing and social media (Arifin & Hadi, 2020). In fact, social media today is one of the most effective and affordable marketing tools to introduce local products to the global market.

Social media-based marketing strategies have been proven to increase sales and strengthen the branding of local products. According to research by Widodo et al. (2022), micro, small, and medium enterprises (MSMEs) that utilize social media platforms such as Instagram and Facebook experience up to a 60% increase in sales compared to those relying solely on conventional marketing. This shows that social media plays a strategic role in optimizing product marketing.

Low digital literacy among rural communities is a major factor that hinders the development of Dayak accessory marketing. According to the Ministry of Communication and Informatics of the Republic of Indonesia (2021), digital literacy among rural communities is still relatively low, especially in utilizing social media for marketing and branding their local products.

In fact, when utilized properly, social media can serve as an effective means to introduce Dayak accessories to national and even international markets. These unique Dayak accessories have the potential to attract tourists, researchers, and cultural collectors who are interested in traditional values and the authenticity of local products (Rahman et al., 2021).

Based on these conditions, there is a need for an appropriate social media technology utilization strategy to assist the Dayak community in developing and marketing their accessories. Guidance and training on social media usage are expected to enhance the community's digital skills and optimize the local economic potential through the marketing of Dayak traditional accessories (Purwanto & Pramono, 2020).

Therefore, this community service activity was carried out to provide training and assistance related to social media utilization strategies for marketing traditional Dayak accessories. It is expected that this initiative will help increase the economic independence of rural communities and preserve Dayak culture through technology-based product promotion.

2. METODE

Activity Approach

This activity employed a participatory approach by actively involving the Dayak community in every stage of the program. This approach aims to ensure that the community develops a sense of ownership towards the program and is able to independently apply the skills they acquire after the program ends (Purwanto & Pramono, 2020).

Location and Time of Implementation

This activity was carried out in Rarai Village, SKPI SP4, Sungai Durian Sub-district, Sintang Regency, West Kalimantan Province, where the majority of the population belongs to the Dayak tribe, in June 2025. The target of this activity was accessory artisans, with a total of 10-15 training participants selected based on their willingness and active involvement in the local customary community.

Implementation Stages

The implementation method of this activity consisted of several stages, namely:

1. Preparation
 - a. Conducting location surveys and identifying the potential of traditional Dayak accessory products
 - b. Coordinating with the Village Head and local traditional leaders

- c. Preparing training materials based on the needs of the community
2. Training Implementation
 - a. Providing training on the use of social media (Facebook, Instagram, WhatsApp Business) as digital marketing tools
 - b. Training on promotional content creation, including basic product photography techniques, writing attractive captions, and arranging hashtags to reach a wider market (Widodo et al., 2020)
 - c. Simulation practice on creating business accounts and uploading accessory products
3. Assistance and Monitoring
 - a. Providing intensive assistance in managing social media accounts for two weeks after the training
 - b. Monitoring the growth of followers, content interactions, and potential product orders.
 - c. Conducting evaluations and follow-up discussions with participants for program sustainability
4. Evaluation Method

The evaluation was conducted using the following methods:

 - a. Direct observation during training and practice sessions
 - b. Pre-test and post-test questionnaires to assess the improvement of participants' knowledge and skills
 - c. Short interviews to gather participants' impressions, feedback, and expectations for the continuity of the program (Arifin & Hadi, 2020)





3. RESULTS AND DISCUSSION

Activity Results

The training and assistance activities on the utilization of social media for marketing traditional Dayak accessories were carried out successfully. The results of the activities included:

1. Increased Knowledge and Skills
2. Creation of Social Media Business Accounts
3. Improved Quality of Promotional Content
4. Enhanced Participant Self-Confidence

Discussion

The results of the activity showed that the strategy of utilizing social media technology was highly effective in helping the Dayak community market their accessory products. This finding aligns with the research of Arifin & Hadi (2020), which stated that social media is an affordable marketing tool with a wide market reach, especially for MSME actors in rural areas.

In addition, the skill of creating attractive promotional content proved to be an important factor in attracting buyers' interest. Based on observations during the assistance period, business accounts that uploaded high-quality photos with informative captions received more likes and comments compared to accounts that only uploaded ordinary photos.

However, there were several obstacles encountered, including:

- a. Limited internet network in some rural areas, causing content uploads to take longer.
- b. Lack of adequate smartphones among some participants, resulting in a longer adaptation period for them.

To overcome these obstacles, the implementation team provided rotational assistance and distributed training materials outside of the main training sessions.

Implications of the Activity

This activity has provided positive implications, including:

- a. Increased community awareness of the importance of social media technology in marketing local products
- b. The growth of digital entrepreneurship potential in rural areas as an effort to empower the economy based on cultural values.
- c. It can serve as a model for implementing digital marketing strategies for other traditional artisans in Indonesia who face similar challenges.

4. CONCLUSION

Based on the results and discussions of the activity, it can be concluded that: The training and assistance activities on the utilization of social media technology for marketing traditional Dayak accessories in rural areas successfully improved participants' knowledge and skills in using social media for marketing their local products. All participants were able to create social media business accounts (Instagram, Facebook, WhatsApp Business) and practice creating attractive promotional content, from basic product photography techniques to composing persuasive and informative captions. The strategy of utilizing social media proved to be effective in optimizing the marketing of traditional Dayak accessories, enhancing participants' self-confidence in engaging in digital entrepreneurship, and opening up wider market opportunities for their products. The main obstacles encountered during the activity included limited internet network access and inadequate smartphone facilities among participants. However, through intensive assistance, printed training modules, and repeated simulation practices, these obstacles were gradually overcome. This activity has made a significant contribution in fostering the economic independence of rural communities based on local culture and can serve as a model for

implementing similar community service programs for other traditional communities in Indonesia.

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