

Pelatihan Penggunaan Access Live Media Social dalam Peningkatan Penjualan pada Generasi Muda Pengrajin Noken di Jayapura

Training on the Utilization of Social Media Live Access to Improve Sales among Young Noken Artisans in Jayapura

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Abstrak

Kerajinan Noken khas Papua memiliki nilai budaya dan ekonomi yang tinggi, namun pemasarannya oleh generasi muda pengrajin di Jayapura masih sangat bergantung pada metode konvensional. Keterbatasan dalam menjangkau pasar yang lebih luas menjadi kendala utama. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan kapasitas penjualan para pengrajin muda melalui pelatihan pemanfaatan fitur live streaming di media sosial. Metode yang digunakan adalah pelatihan dan pendampingan langsung yang diikuti oleh 30 peserta generasi muda pengrajin noken. Materi mencakup dasar-dasar pemasaran digital, pengenalan platform media sosial, hingga tutorial teknis dan praktik live streaming. Evaluasi dilakukan menggunakan pre-test dan post-test untuk mengukur peningkatan pengetahuan. Hasilnya menunjukkan peningkatan pemahaman peserta secara signifikan, dengan skor rata-rata naik dari 70% pada pre-test menjadi 92% pada post-test. Selain itu, 100% peserta berhasil mempraktikkan secara langsung sesi live streaming untuk memasarkan produk mereka selama pelatihan. Pelatihan ini terbukti efektif dalam meningkatkan keterampilan dan kepercayaan diri pengrajin untuk beralih ke pemasaran digital, sehingga berpotensi memperluas jangkauan pasar dan meningkatkan penjualan.

Kata kunci: Pemasaran Digital, Live Streaming, UMKM, Noken, Media Sosial.

Abstract

The traditional Papuan Noken craft possesses significant cultural and economic value; however, its marketing by the younger generation of artisans in Jayapura remains heavily reliant on conventional methods. This limitation in reaching a broader market presents a primary obstacle. This community service initiative aims to enhance the sales capacity of young artisans through training on the utilization of social media live streaming. The methodology employed was direct training and mentorship, involving 30 young Noken artisans. The curriculum covered the fundamentals of digital marketing, an introduction to social media platforms, and technical tutorials with practical application of live streaming. Evaluation was conducted using pre-test and post-test assessments to measure the increase in knowledge. The results indicated a significant improvement in participants' understanding, with the average score increasing from 70% in the pre-test to 92% in the post-test. Furthermore, 100% of participants successfully conducted a live streaming session to market their products during the training. This program proved effective in enhancing the skills and confidence of artisans to transition to digital marketing, thereby offering the potential to expand their market reach and boost sales.

Keywords: Digital Marketing, Live Streaming, MSMEs, Noken, Social Media

Pesan Utama:

- Masyarakat menunjukkan ketertarikan dalam memanfaatkan fitur *live streaming* pada media sosial untuk mempromosikan dan memasarkan produk **Noken** hasil karya mereka.
- Pemasaran menggunakan *live media sosial* dapat digunakan sebagai jawaban dari digitalisasi yang ada saat ini sehingga kegiatan pemasaran tidak lagi berfokus dengan metode konvensional melainkan lebih modern
- Anak-anak muda dapat menjadi agen perubahan dalam kegiatan pemasaran ini karena anak-anak muda sebagai generasi penerus budaya Noken dapat memperkenalkan Noken lebih luas lagi.



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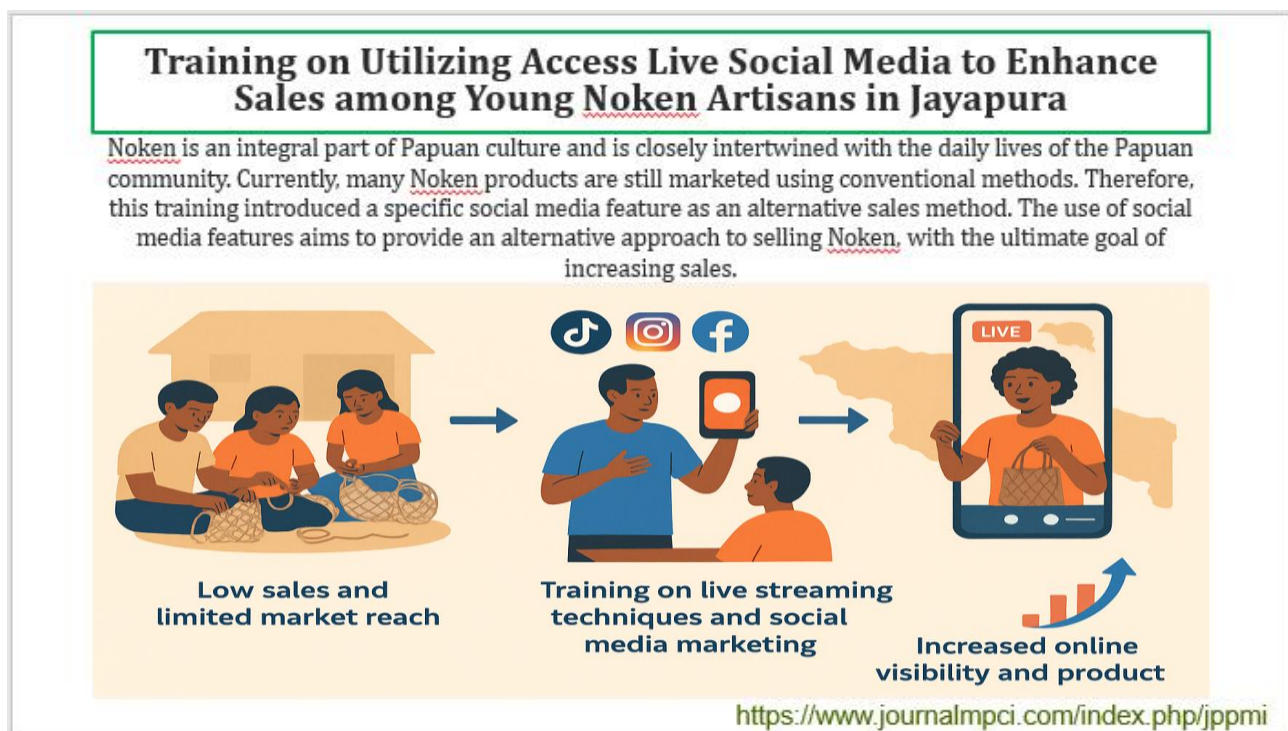
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GRAPHICAL ABSTRACT



INTRODUCTION

The development of digital technology has fundamentally transformed the business landscape. In 2024, social media users in Indonesia reached 139 million, or approximately 49.9% of the total population (We are Social, 2024), with the largest user segment being individuals aged 18 and above. This phenomenon has driven a shift in the role of social media from merely a communication tool to a strategic platform for marketing and sales. Several functions of social media include serving as a platform for online promotion and sales, a means of learning, a channel for disseminating health information, and a medium for sharing political information (Fitriani 2017). The function of social media as a platform for online promotion and sales is known to have significant influence. Marketing or sales processes conducted through social media can produce varying impacts, both positive and negative. This variation occurs due to differences in users' abilities to present and explain their products and brands (Ngai *et al.*, 2015). Social media can assist entrepreneurs in marketing their products, as it provides access to a large audience of listeners or information recipients (Appel *et al.*, 2020).

One of the most influential features today is live streaming. This feature is known to have advantages and a significant influence on consumer purchasing decisions (Utami & Ahmadi, 2024) and can enhance customer

engagement with a brand (Putri & Maria, 2024). Consumers' purchase intentions and trust result from the transparency of the information provided by sellers and the well-established interactions, making consumers feel involved (Mahardini *et al.*, 2023). Other advantages of conducting sales through live streaming include reducing costs for consumers, providing complete information, minimizing barriers between sellers and consumers, quickly identifying consumer needs, and enabling more accurate targeting of potential customers (Lu & Siegfried, 2021).

Amid the rapid digital era, Noken, the traditional Papuan bag recognized by UNESCO as a world cultural heritage, faces marketing challenges. Noken serves not only as a utility for carrying goods but also holds profound social, cultural, and economic significance for the Papuan community. Noken has an economic function in daily activities, serving as a means of saving. This function is depicted as a form or type of savings and can also act as a symbol for resolving issues peacefully (Suropati, 2019). Furthermore, there are market conditions and opportunities for Noken, as it can serve as an alternative to plastic bags for the younger generation (Edhi *et al.*, 2024).

Currently, many young people in Jayapura continue the tradition of making Noken, incorporating innovations such as modern materials like polycherry thread. However, this economic potential is hindered by marketing methods that remain largely conventional. Sales generally rely on face-to-face transactions in markets, word-of-mouth promotion, or consignments to physical stores. As a result, these young artisans face challenges in addressing broader market needs, expanding their reach, and meeting consumer demands for diverse designs and high-quality products. They also lack sufficient knowledge and skills to capitalize on the vast potential of digital marketing, particularly in leveraging live streaming features.

In response to these challenges, this community service activity was designed to provide a concrete solution through the "Training on the Use of Access Live Social Media." The primary objective is to enhance the knowledge and skills of young Noken artisans in Jayapura, enabling them to utilize live streaming as a tool to expand their market reach and increase sales of their products.

METHOD

This community service activity was conducted in Jayapura City over a three-month period, from June to August 2025. The target group consisted of young Noken artisans with limited knowledge of digital marketing. A total of 30 participants from local young Noken artisan communities around Jayapura City took part in the program. The participants' ages ranged from 18 to 23 years, with the majority still relying on traditional sales methods. The Noken, handmade by Jayapura's Young Generations, can be seen in Figure 1.



Figure 1. Noken Hand Made by Jayapura Young Generations.

The activity was implemented in four stages, as illustrated in Figure 2, and described narratively below:

1. Preparation and Survey Stage

This initial stage involved coordination with local artisan groups and community leaders to identify participants and assess their existing marketing knowledge. A preliminary survey was conducted to gather baseline data on artisans' sales practices and familiarity with social media platforms.

2. Training Implementation Stage

The second stage focused on providing theoretical and practical knowledge of digital marketing and *social media live streaming*. Training materials included (a) the fundamentals of digital marketing, (b) an introduction to major social media platforms (Facebook, TikTok, Instagram), and (c) technical guidance on live streaming setup, including camera positioning, lighting, and audience engagement strategies.

3. Mentoring and Practical Stage

Participants were guided to apply the techniques learned by conducting their own *social media live streaming sessions* to market *Noken* products. The project team provided hands-on mentoring during the practice sessions, ensuring that each participant successfully performed live product promotion and interacted with potential online buyers.

4. Evaluation Stage

Evaluation was conducted using pre-test and post-test instruments to measure knowledge improvement and training effectiveness. The pre-test was administered before the first training session, while the post-test was given at the end of the program. The instrument used was a knowledge questionnaire covering digital marketing concepts and live streaming practices. Data were analyzed quantitatively using descriptive statistics, comparing the mean scores from pre- and post-tests to determine the level of knowledge improvement. In addition, participants' practical skills were evaluated through direct observation during their live streaming sessions.

Overall, this four-stage approach combined structured learning, mentoring, and performance evaluation to ensure both theoretical understanding and practical competency in utilizing *social media live streaming* for marketing *Noken* products.

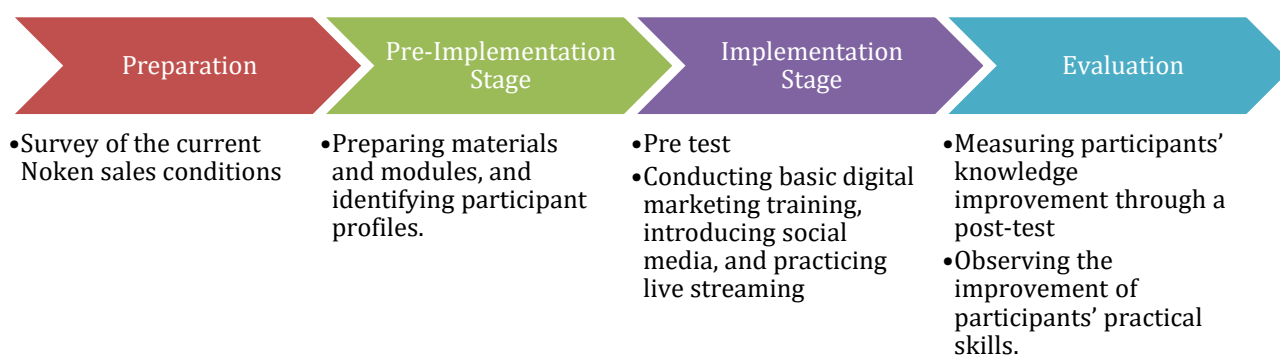


Figure 2. Details of Activity Implementation

RESULTS AND DISCUSSION

The Workshop on Utilizing Access Live social media to Enhance Sales among Young Noken Artisans in Jayapura, conducted on from June to August 2025 was attended by 30 participants. The participants were primarily from areas surrounding Jayapura City, with ages ranging from 18 to 23 years. Despite their craftsmanship skills, many participants still rely on traditional methods for selling their noken products. These methods include selling at local markets, distributing products among peers in dormitories, and directly offering or consigning items to stores. In terms of production, participants typically fulfill orders from acquaintances and have yet to leverage social media platforms for marketing purposes. It was observed that while the participants already maintain social media accounts, only some actively utilize them for promotional activities. The training

participants can be seen in Figure 3.



Figure 3. The Training Participants

An introduction to the fundamentals of marketing was provided to participants, with a focus on digital marketing activities, delivered by the Head of the Community Service (PkM) Team. During Session 1, a pre-test was also administered to assess participants' knowledge of digital marketing, particularly regarding marketing and sales using the live feature on social media.

- The session covered the following topics:
- The reasons driving the adoption of digital marketing today
- The development and trends in digital marketing
- Advantages of digital marketing
- Various digital marketing tools that can be used
- Methods to make digital marketing more engaging and effective
- How the digital marketing system operates

The social media platforms introduced to participants were Facebook, TikTok, and Instagram. In addition to the theoretical material, this session also introduced the equipment that participants could use for live social media marketing, with a focus on promoting noken products. The equipment was demonstrated live during the training and used directly by participants. Participants were also informed about the requirements for each social media platform to access live features for marketing and sales purposes. For example, on Facebook, to access the live feature, an account must be at least 60 days old, have a professional profile mode, and have at least 100 followers. Step-by-step instructions were provided for participants to directly access the live streaming features on Facebook, TikTok, and Instagram. Additional material was shared by a member of the Community Service (PkM) Team, who is an active content creator involved in marketing and SME products in Jayapura. Participants were given tips on creating logos and brand names for noken products, as well as content creation strategies using noken products to stimulate consumer interest and increase purchase intention. The process of delivering the material was interactive, combining demonstration, practical exercises, and guidance, allowing participants to apply the techniques immediately during the training. The process of delivering the material shown in Figure 4.



Figure 4. The process of delivering the material

Next, participants received hands-on guidance and tutorials with practical exercises on live streaming conducted on social media platforms and their available features. The process of the tutorial and direct assistance can be seen in Figure 5.



Figure 5. The Process of The Tutorial and Direct Assistance

A pre-test and post-test were administered to assess knowledge improvement regarding digital marketing and social media live streaming. The average score increased from 70% in the pre-test to 92% in the post-test, indicating a significant enhancement in participants' understanding of digital marketing strategies and live streaming utilization.

Additionally, 100% of participants successfully conducted their first social media live streaming session to promote *Noken* products during the training. Observations showed that participants gained more confidence in interacting with potential buyers online and were able to implement basic content creation strategies, including product demonstration and storytelling.

The detailed evaluation results are presented in Table 1, which summarizes the achievement indicators for the program's objectives.

Table 1. The Results of The Activity Evaluation Indicators

No	Indicator	Target	Result
1	Improved understanding of the benefits of live streaming for product marketing among artisans	Minimal 80%	93.8%
2	Artisans successfully conducted their first live streaming session with satisfactory results (using the techniques taught).	Minimal 80%	81.3%
3	Artisans utilized the live streaming feature and learned how to communicate effectively, thereby enhancing their knowledge in managing customer relationships.	Minimal 80%	100%

The results show that the social media live streaming training significantly improved both the knowledge and practical skills of young *Noken* artisans. The 22% increase in post-test scores and the success of all participants in conducting live-streaming sessions indicate that the materials were highly relevant, and the learning approach was effective. The combination of theory and hands-on practice through a learning-by-doing method, supported by mentoring and real-time feedback, allowed participants to directly apply what they learned, enhancing confidence, comprehension, and engagement—consistent with findings by Lu and Siegfried (2021) and Utami and Ahmadi (2024). Beyond individual gains, the training had broader social and cultural impacts by empowering the younger generation to promote *Noken* digitally and preserve it as a UNESCO-recognized cultural heritage, aligning with Edhi et al. (2024). Overall, integrating relevant materials, practical methods, and continuous mentoring effectively bridged the digital-skill gap and should be sustained and replicated among other local SMEs to strengthen community-based digital transformation in Jayapura.

This training activity has had a strategic and multidimensional impact, both for the participating *Noken* artisans and for the strengthening of the creative economy ecosystem in Jayapura. These impacts can be described

across the following aspects:

1. Individual Aspect

For the participants, this activity has brought fundamental changes in mindset and marketing skills. Prior to the training, the majority of young artisans still relied on conventional sales methods and had a limited understanding of utilizing digital technology for marketing. Through intensive training and guidance on using live streaming features, participants now possess the technical knowledge and skills to market Noken products more broadly. Participants expressed high enthusiasm and commitment to applying the newly acquired knowledge. Increased confidence in interacting directly with potential buyers online has become a key asset for them to compete in the digital marketplace.

2. Social Aspect

Socially, this activity directly contributes to the preservation of Noken as a UNESCO cultural heritage by expanding its market reach. By equipping young Noken artisans with digital skills, the program helps ensure the continuity of the Noken-making tradition in the face of modern challenges. Furthermore, the potential increase in sales is expected to strengthen the economic independence of the artisans, enhance their income, and create new economic opportunities within their communities, in line with the economic function of Noken itself. This also provides a concrete solution to overcoming the market expansion challenges they have long faced.

3. Academic Aspect

From an academic perspective, this community service activity serves as a bridge between marketing management theory and practical field application. In addition to delivering practical impacts, the activity is designed to produce outputs in the form of scholarly articles ready for publication in accredited community service journals. Such publications function as a means of disseminating the results to the broader academic community, contribute to the literature on empowering SMEs through digital technology, and reinforce the implementation of the Tridharma Perguruan Tinggi mandate by Cenderawasih University

CONCLUSION

The community service activity titled “Training on the Use of Access Live Social Media to Enhance Sales among Young Noken Artisans in Jayapura” was successfully conducted. The training participants, comprising young Noken artisans, demonstrated high enthusiasm for understanding and applying new knowledge related to digital marketing and sales. The training effectively improved participants’ understanding, with the average score increasing significantly from 70% in the pre-test to 92% in the post-test. In terms of practical skills, 100% of participants successfully conducted live streaming sessions to market their Noken products, exceeding the set target. This indicates that participants were able to apply the techniques taught to enhance the competitiveness of their products. Through this activity, it is expected that artisans will be able to independently leverage live streaming technology to develop their businesses, increase economic independence, and introduce Noken to a broader market. This mentoring model is recommended for sustainable implementation to support the digital transformation of other local SMEs. Periodic evaluations are necessary to ensure its long-term effectiveness and success.

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CONFLICT OF INTEREST

There is no conflict interest in this activity.

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