

Training On Marketing Strategies In The Utilization Of Bamboo Creations As A Resource Of Life As Hotel And Culinary Amenities

Juliana ^{a,1,*}, Ira B Hubner ^{b,2}, Sabrina O Sihombing, ^{b,3}, Rudy Pramono, ^{b,4}, July Hidayat, ^{b,5}

^{a,b} Universitas Pelita Harapan, M.H Thamrin Boulevard 1100 15811 Indonesia

* Corresponding author juliana.stpph@uph.edu

ARTICLE INFO

Article history

Received : June 2022
Revised : June 2022
Accepted: June 2022
Published : August 2022

Keywords

bamboo is the source of life hotel and culinary amenities, Sukabumi district.

ABSTRACT

Bamboo crafts are in demand by foreigners abroad. Sukabumi Regency has bamboo handicrafts that are considered unique and of good quality. There are quite a lot of bamboo craftsmen, but they are constrained by the use of appropriate technology tools (TTG), so they cannot compete with other regions in terms of quality and quantity to be able to penetrate the Asian and European markets. When viewed from the ability of the artisans in Sukabumi Regency, they can make various types of crafts using bamboo materials, including making woven Bamboo. These are the obstacles and problems faced by partners in these limitations and products that are still lacking in the promotion and have not yet received a target market. Therefore, the Community Service team, lecturers at the Faculty of Tourism, Pelita Harapan University, will hold training on marketing strategies in the use of bamboo creations as a source of life for hotel and culinary amenities in collaboration with the Sukabumi bamboo world to provide broad knowledge and insight to the community and bamboo artisans in Egrang Village, Cibiru. , Cicantayan Village, Cicantayan District, Sukabumi Regency. The Community Service Team will train 20 participants on making and using bamboo creations for hotel and culinary amenities and marketing strategies for marketing bamboo creations. The method of community service used is through training in direct mentoring with participants in Sukabumi Regency. The results of this activity are expected to encourage the community to be more active in planting Bamboo, do reforestation with Bamboo, and making the hotel and culinary amenities from bamboo creations which are then sold and developed through the stages of the commercialization process with the application of a marketing mix which includes product development, pricing, distribution channels, and methods Campaign for bamboo products.

INTRODUCTION

A bamboo forest or plantation can be viewed as a place for producing a building and engineering materials, but it is also a paradise for the living. Many birds build their nests in Bamboo, and people can quickly meet among bamboo animals such as ants, snakes, and smaller scorpions. In forest settings, larger animals such as orangutans and elephants are often in a bamboo forest. Some rare flowers, herbs, and mushrooms can be found in bamboo groves; one example is the edible "mushroom princess," containing 21 amino acids. The aim of bamboo plantations is generally to maximize yields and profits. However, in some cases, plantations can be established without commercial purposes such as land stabilization, renewal, and desert reclamation. Bamboo is a robust, fast-

Journal of Community Service and Engagement (JOCOSAE)

e-ISSN 2807-5633 // Vol. 2 No. 4 August 2022, pp. 29-41

growing, and highly sustainable material; it has been used structurally for thousands of years in many parts of the world. In modern times it has the potential to be an aesthetically pleasing and low-cost alternative to more conventional materials such as wood, as demonstrated by several recent visually impressive structures (Kaminski et al., 2016).

Bamboo is an ancient woody grass that grows in tropical, subtropical, and mild temperate climates. Bamboo, once known as the "poor man's tree," has recently risen to become a high-tech industrial raw material as a material and substitute for wood. Despite the slow commercialization of grown bamboo, bamboo is becoming an increasingly important economic asset for poverty alleviation and economic and environmental development. Bamboo is the most prominent member of the grass family and a group of evergreen trees in the true grass family Poaceae. Bamboo has over 70 genera and approximately 1,450 species, only about 50 of which are regularly cultivated. East Asia, Sub-Saharan Africa, and the Americas are among the places where indigenous bamboo grows. Bamboo is not limited to tropical climates; some species can survive frost in Northern Europe. Bamboo is a fast-growing plant, with some species reaching 100cm per 24-hour period. The majority of bamboo species reach their maximum height in a single growing season. The walls of each stem (or stems) dry and harden over the next season, reaching maturity in 3 to 5 years.

Bamboo has traditionally been used for construction and scaffolding, woven mats, baskets, incense, and other handicrafts. The use and trade of the bamboo sector are dominated by a large informal sector consisting of farmers, artisans, and family-owned cottage industries in remote villages. Bamboo has been used as the primary raw material for the pulp and paper industry for many years. Bamboo is increasingly being exploited as a substitute for wood for various industrial products, including particle board, bamboo mat board, and corrugated sheet bamboo mat. Bamboo is cultivated on a small scale in the yard, but most of the material processed into the finished product is extracted from a bamboo forest. (Janssen, 2000) Among the grass family, 'Poaceae' and subfamily 'Bambusoideae,' Bamboo is a perennial blooming pine tree. The term 'bamboo' comes from Dutch or Portuguese, probably taken from the Malay language.

Bamboo material is a standard fabric made from bamboo grass pulp. Bamboo filaments are then made by pounding bamboo grass to separate into thin threads of filament, which are then ground and washed to be worked into fabrics. Bamboo filaments are similar to the softness of silk. Due to its flexible effect, the bamboo filament is widely used in the fabric industry to make bathrobes, clothes, and towels. Due to its hygienic manufacture, it is used to prepare sanitary napkins, sanitary napkins, nurse clothes, and masks. In contrast to the past, many important industries related to aeronautics, furnishing, and construction are looking for composite materials because of their outstanding advantages, such as lightweight and durability. (Kumar et al., 2021).

The Minister of Tourism and Creative Economy has made a series of visits to Sukabumi. One of them is the beautiful Bamboo Village in Cantayan Village, Cicantayan District. Besides being known as Kampung Bamboo, the area is known as Kampung Enggrang or the skill of walking on bamboo sticks. Bamboo forest natural resources are abundant; naturally, this area is thick with bamboo-related culture. This Bamboo is always synonymous with a source of water and a source of life (Alamsyah, 2021). Bamboo craft is one component of the creative economy that can support the country's economic growth. However, cooperation is needed between the government, academics, business people, and the craftsman community so that handicraft products are oriented to the domestic market and can penetrate the export market to obtain high economic value.

Therefore, small industries with innovative products will advance the regional and national economy and ultimately contribute to the country's foreign exchange when they penetrate the export market. (Sihombing et al., 2020). The natural resources of Sukabumi district are extraordinary, especially Bamboo, which is the source of people's lives. Bamboo is a water absorber; Bamboo is a reservoir of water and can release water through springs. Nowadays, Bamboo in Sukabumi Regency is not very valuable, so by ordinary people, it is only used as a chicken coop, fence, or as a support for vines. Foreign countries, such as Asian and European countries, use various types of Bamboo because it is organic and supports a lifestyle back to nature, such as gazebos, accessories, kitchen equipment, interior, and exterior. This Bamboo from Sukabumi Regency has been recognized by Kang Sam "Angklung Mang Udjo" as the best quality bamboo for making angklung because of its sound and thick black color.

Besides being a source of life, Bamboo is also included in the government's policies and strategies in developing Bamboo as an economic commodity with cultural and conservation values. Grass plants that have solid and tall stems have an essential function in three basic human needs, namely the need for clothing, food, and shelter. Almost in every village and even villages in Sukabumi Regency, there are a lot of bamboo craftsmen, but they are constrained by Appropriate Technology (TTG) tools, which have not been touched, so they cannot compete with other regions in terms of quality and quantity to penetrate the market. Asia and Europe. However, many people still use Bamboo as raw materials for other crafts, but those who grow Bamboo are still rare.

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During the Covid-19 Pandemic and the Implementation of Community Activity Restrictions (PPKM), bamboo craftsmen who are members of the Sukabumi World Bamboo Association (DBS) complained about the difficulty of getting consumers to buy their work or production. Chairman of the DBS Association, Agus Dhani, said that apart from being constrained by marketing, the artisans also had to face various other obstacles. Such as not having Appropriate Technology (TTG) and capital. Currently, bamboo craftsmen complain about the difficulty of getting buyers or consumers, so when they are about to produce, they cancel their intentions because they are worried that no one will order or buy them. One of the benefits of Bamboo is that it can be used as a variety of beautiful handicrafts, especially for hotel and culinary amenities. Crafts made from Bamboo Cibiru Craft products are expected to penetrate the international market. Germany is the destination country for marketing handicrafts produced in Cibiru Village, RT 4/3, Cicantayan Village, Cicantayan District, and Sukabumi Regency. This Cibiru craft is located in Enggrang Village, the name for a craft center area and a Sundanese nuanced tourist attraction. In this place, the community is empowered to make products made from Bamboo. The Cibiru Craft products include decorative lamps, glasses, spoons, chairs, tables, woven Bamboo, trays, teapots, and other items.

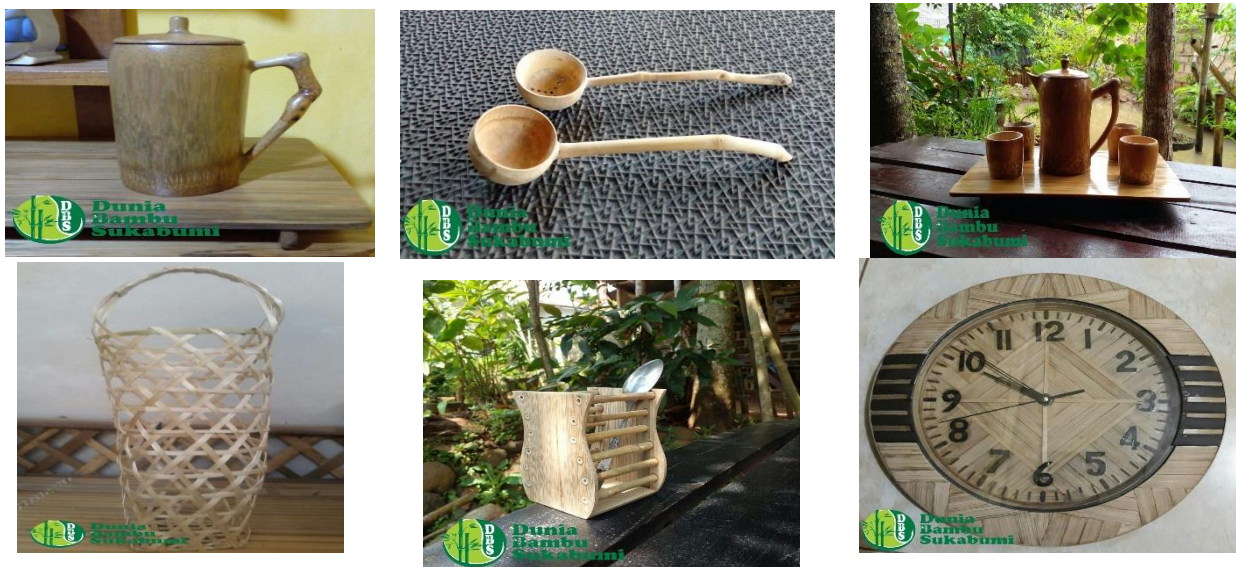


Fig 1. Sukabumi bamboo crafts



Fig 2. Sukabumi bamboo world

Arts and crafts are forms of human creativity. Art is an expression of feelings and emotions, and craft is a form of work using available materials. Traditional crafts practiced by local communities contribute significantly to intangible heritage (Pramono et al., 2021). According to Multazam & Saniyah

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e-ISSN 2807-5633 // Vol. 2 No. 4 August 2022, pp. 29-41

(2019), the study stated that in developing and implementing bamboo handicrafts using the application of e-commerce by creating an online store application for woven bamboo crafts. According to Novitaningtyas et al. (2019), the study states that amenities must be met in a tourist village of Brajan with a joglo for meetings, a bamboo craft showroom, and a good enough souvenir shop with bamboo handicraft products offered to tourists.

Based on the problems faced by partners, the solutions that can be offered are:

1. Counseling on the use of bamboo creations as a source of life in a hotel and culinary amenities
2. Provide training on how to grow Bamboo as a source of life
3. Providing knowledge and campaigning for reforestation with Bamboo by using appropriate technology tools
4. Provide knowledge of marketing strategies in marketing bamboo creations as hotel and culinary amenities

METHOD

This activity will be carried out as training in making bamboo creations as a source of life in a hotel and culinary amenities. In this activity, the community is taught how to plant good trees and knowledge of reforestation with Bamboo using appropriate technology tools. Initially, a pre-test questionnaire distribution session was held, and the participants filled out the pre-test questionnaire. The activity will be held by dividing participants into several groups to carry out bamboo creation activities, and after completion, the participants are given time to conduct a question and answer session with the committee to be able to understand if there is something that is not understood. After the question and answer session, participants were invited to fill out the counseling evaluation and post-test questionnaire after the question and answer session. At the end of the event, the committee and all participants took photos of the documentation and closing from the committee. It is hoped that this activity can help introduce and promote the bamboo creations of Sukabumi Regency as hotel and culinary amenities. The benefit of community service is to carry out community empowerment activities and support government programs in marketing bamboo creations, marketing design products, or marketing processes in the creative industry. Technically, this training brings together the latest knowledge and best practices regarding the structural use of Bamboo, including its introduction, durability and preservation, design value, design equations for bamboo elements, and connections. The activity will be carried out offline and held in June; the Community Service Team will provide training to 20 participants regarding how to make and use bamboo creations for hotel and culinary amenities, as well as marketing strategies for marketing these bamboo creations.

Community service activities can be carried out online and offline, where during the covid 19 pandemic many community service activities are carried out online such as activities carried out by (Goeltom et al., 2014; Horn et al., 2021; Hubner et al., 2021; Hubner et al., 2020; Hubner et al., 2021; Pramono et al., 2021; Juliana et al., 2021; Juliana et al., 2021; Pramezwary, et al., 2020; Lemy et al., 2021; Sitorus et al., 2021) and offline activities that are starting to decrease such as activities carried out by Hubner et al., 2021; Juliana et al., 2020; Pramono, 2021; Pramono et al., 2019)

RESULTS AND DISCUSSION

Based on the results of the post-test and pre-test questionnaire analysis of the workshop participants, the following results were obtained

Table 1. Current Job of the Participant

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No	Question	Answer	Answer	
			Number Of Respondents	Percentage
1	Current Job?	Housewife	-	-
2		Bamboo Craftsmen	20	100.00%
3		Swasta employee	-	-
4		Businessman	-	-

Source: Analysis Results (2022)

Based on the table above, it can be seen that 100% of the participants answered the answer choices of bamboo craftsmen.

Table 2. Age of the Participant

No	Question	Answer	Answer	
			Number Of Respondents	Percentage
1	Age	20-30	5	25%
2		31-40	6	30.00%
3		41-50	6	30.00%
4		51-60	3	15%
5		>60	-	-

Source: Analysis Results (2022)

Based on the table above, it can be seen in there were a total of 20 respondents, 25% of the participants answered the age of 20-30 years, 30% answered the age of 31-40, 30% answered the age of 41-50, and 15% answered the age of 51-60.

Table 3. Monthly Income of the Participant

No	Question	Answer	Number Of Respondents	
			Number Of Respondents	Percentage
1	Monthly Income	>3.000.000	12	60.00%
2		3.000.001-5.000.000	8	40.00%

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3	5000.001-7000.000	-	-
4	7000.001-9000.000	-	-
5	>9000.000	-	-

Source: Analysis Results (2022)

Based on the table above, it can be seen that total of 20 respondents, 60% of the participants answered income > 3,000,000 and 8% answered income 3,000,001-5,000,000. In the Post-test form, there are a total of 22 respondents, 27.3% of participants answered income > 3,000,000, 14% answered income 3,000,001-5,000,000 and 9.1% answered income 5,000,000 – 7,000,000 per month.

Table 4. Pre-Test dan Post-Test Participants Knowledge about Digital Marketing

No	Question	Answer	Pre-Test		Post-Test	
			(4 June 2022)		(4 June 2022)	
			Number Of Respondents	Percentage	Number Of Respondents	Percentage
1	Do you know about digital marketing?	Yes	-	-	22	100%
2		No	10	50.00%	-	-
3		Uncertain	10	50.00%	-	-

Source: Analysis Results (2022)

Based on the table above, it can be seen that in the pre-test there were a total of 20 respondents, 50% of the participants answered No and 50% answered Doubtful. Meanwhile, after being given an explanation of the material, 100% of the participants answered Yes. So that the committee has prepared material that is easy to understand and complete, so that the participants can answer these questions correctly after the presentation of the material.

Table 5. Pre-Test dan Post-Test Participant's Understanding of Marketing

No	Question	Answer	Pre-Test		Post-Test	
			(4 June 2022)		(4 June 2022)	
			Number Of Respondents	Percentage	Number Of Respondents	Percentage
1	Do you understand what marketing means?	Yes	-	-	22	100%
2		No	1	5.00%	-	-
3		Uncertain	19	95.00%	-	-

Source: Analysis Results (2022)

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Based on the table above, it can be seen that in the pre-test there were a total of 20 respondents, 5% of the participants answered No and 95% answered Doubtful. Meanwhile, after being given an explanation of the material, 100% of the participants answered Yes. So that the committee has prepared material that is easy to understand and complete, so that the participants can answer these questions correctly after the presentation of the material.

Table 6. *Pre-Test dan Post-Test* The Importance of Marketing for Participants' Bamboo Craft Business

No	Question	Answer	Pre-Test		Post-Test	
			(4 June 2022)		(4 June 2022)	
			Number Of Respondents	Percentage	Number Of Respondents	Percentage
1	Is marketing important for your mother's bamboo craft business?	Yes	2	10%	22	100%
2		No	-	-	-	-
3		Uncertain	18	90.00%	-	-

Source: *Analysis Results (2022)*

Based on the table above, it can be seen that in the pre-test there were a total of 20 respondents, 10% of participants answered Yes and 90% answered Doubtful. Meanwhile, after being given an explanation of the material, 100% of the participants answered Yes. So that the committee has prepared material that is easy to understand and complete, so that the participants can answer these questions correctly after the presentation of the material.

Table 7. *Pre-Test dan Post-Test* Participants' Knowledge of Product Marketing

No	Question	Answer	Pre-Test		Post-Test	
			(4 June 2022)		(4 June 2022)	
			Number Of Respondents	Percentage	Number Of Respondents	Percentage
1	Do you know what to do to market bamboo products?	Yes	2	10%	22	100%
2		No	-	-	-	-
3		Uncertain	18	90.00%	-	-

Source: *Analysis Results (2022)*

Based on the table above, it can be seen that in the pre-test there were a total of 20 respondents, 10% of participants answered Yes and 90% answered Doubtful. Meanwhile, after being given an explanation of the material, 100% of the participants answered Yes. So that the committee has prepared material that is easy to understand and complete, so that the participants can answer this question correctly after the presentation of the material

Table 8. Participant Satisfaction Level with Time Efficiency in PKM Activities

No	Question	4 June 2022		
		Answer	Number Of	Percentage
1	Time Efficiency Goes Well in Community			

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Service Activities	Respondents	
	Very Satisfied	14 63,6%
	Satisfied	7 31,8
	Quite satisfied	1 4,5%

Source: Analysis Results (2022)

From the table above, it can be seen that on June 4, 63.6% gave a score of 5 which is very satisfied, 31.8% gave a value of 4 which is satisfied and 4.5% of participants gave a score of 3 which is quite satisfied for the training that has been held. regarding time efficiency.

Table 9. Level of Satisfaction with the Application of Materials on How to Market Products by Participants

No	Question	4 June 2022		
		Answer	Number Of Respondents	Percentage
2	I understand how to market bamboo products			
		Very Satisfied	16	72,7%
		Satisfied	5	22,7%
		Quite satisfied	1	4,5%

Source: Analysis Results (2022)

From the table above, it can be seen that on June 4, 72.7% gave a score of 5 which is very satisfied, 22.7% gave a value of 4 which is satisfied and 4.5% of participants gave a score of 3 which is quite satisfied for the training that has been held. regarding the application of the material provided on how to market bamboo products.

Table 10. Participants' Satisfaction Level with the Presentation of Instructor's Explanations

No	Question	4 June 2022		
		Answer	Number Of Respondents	Percentage
3	The Training Instructor is able to explain the marketing strategy material well and is easy to understand			
		Very Satisfied	15	68,2%
		Satisfied	7	31,8%

Source: Analysis Results (2022)

From the table above, it can be seen that on June 4, 68.2% of participants gave a score of 5 which is very satisfied and 31.8% gave a value of 4 which is satisfied for the explanation of the material from the training instructor who has explained the material well and is easy to understand.

Table 11. Participants' Satisfaction Level with the Training Place Facilities

No	Question	4 June 2022		
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4	Training facilities that really support the bamboo craft marketing strategy training process	Answer	Number Of Respondents	Percentage
		Very Satisfied	14	63,6%
		Satisfied	8	36,4%

Source: Analysis Results (2022)

From the table above, it can be seen that on June 4, 63.6% gave a score of 5, which is very satisfied and 36.4% gave a score of 4, which is satisfied for the training facilities that strongly support the training process that has been carried out.

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e-ISSN xxx-xxxx // Vol. x No. y Month 20xy, pp. xx-xx

Table 12. Participants' satisfaction level with training benefits

No	Question	4 June 2022		
5	The training activities are very beneficial for my knowledge, skills and expertise	Answer	Number Of Respondents	Percentage
		Very Satisfied	14	63,6%
		Satisfied	8	36,4%

Source: Analysis Results (2022)

From the table above, it can be seen that on June 4, 63.6% gave a score of 5 which is very satisfied and 36.4% gave a value of 4 which is satisfied for this training activity is very useful for knowledge of skills and expertise of the participants.

Table 13. Participants' level of satisfaction with the desire to market the product after the training activity

No	Question	4 June 2022		
6	After attending the training, I have a desire to market bamboo products both digitally and conventionally	Answer	Number Of Respondents	Percentage
		Very Satisfied	12	54,5%
		Satisfied	10	45,5%

Source: Analysis Results (2022)

From the table above, it can be seen that on June 4, 54.5% gave a score of 5 which is very satisfied and 45.5% gave a value of 4 which is satisfied for the participants' desire to market their products digitally or conventionally bamboo after the training activities.

Table 14. Participants' Satisfaction Level with PkM Activities held at UPH

No	Question	4 June 2022		
7	The community service activities organized by Pelita Harapan University was very according with my expectations	Answer	Number Of Respondents	Percentage
		Very Satisfied	16	72,7%
		Satisfied	6	27,3%

Source: Analysis Results (2022)

From the table above, it can be seen that on June 4, 72.7% gave a score of 5 which is very satisfied and 27.3% gave a score of 4 which is satisfied for the PkM activities that have been held at UPH in accordance with the expectations of the participants.

Table 15. Participants' Satisfaction Level with the Duration of Material Submission

No	Question	4 June 2022		
8	If this activity is held again, I am willing to participate/involved again	Answer	Number Of Respondents	Percentage
		Very Satisfied	15	68,2%
		Satisfied	7	31,8

Source: Analysis Results (2022)

Based on the table above, it can be seen that 68.2% of the participants answered strongly agree, which means that the training participants will attend again if this kind of training is held again and there are 31.8% of participants who choose to agree to attend again if this PKM is held again.

CONCLUSION

Based on the results of the answers that have been filled out by the training participants, most of the participants answered that the material presented was quite good and easy to understand by the participants, some participants also said that this training was very useful for the future and many participants also wanted this training to be continuous so that they could continue to add knowledge of the participants. The participants also said that this training was carried out well and on time and the duration of the explanation of the training material could be increased. Based on the results of the answers that have been filled in by the participants, that receiving this training is very useful for the future in terms of increasing marketing, management, and other knowledge. The participants also learned new ways to market the products being marketed.



Fig 3. Community Service Activities

ACKNOWLEDGEMENT

The authors would like to thank LPPM UPH for providing the opportunity and funding this community service activity **PM-19-FPar/XII/2021**.

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