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Product Differentiation Through Innovation of Jumputan Motifs and Coloring Based on Local Identity

Deassy Apriani[1]*, Bernadette Robiani[2], Imam Asngari[3], Feny Marissa[4], Fitri Ramadhani[5], Citra Defira[6]

[1-4]Program Studi Ekonomi Pembangunan, Universitas Sriwijaya, Indonesia, 30622
[5]Program Studi Agronomi, Pertanian, Universitas Sriwijaya, Indonesia, 30622
[6]Program Studi Teknologi Hasil Pertanian, Universitas Sriwijaya, Indonesia, 30622

E-mail:* deassyapriani@fe.unsri.ac.id
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Abstrak: Pengembangan industri kreatif berbasis potensi lokal menjadi salah satu strategi untuk meningkatkan nilai tambah dan daya saing ekonomi masyarakat desa. Desa Ulak Bedil, Kabupaten Ogan Ilir memiliki potensi kerajinan kain jumputan yang melibatkan perempuan, khususnya ibu rumah tangga. Namun, keterbatasan inovasi motif, diferensiasi produk, dan pemanfaatan pewarna alami masih menjadi kendala dalam pengembangan produk. Kegiatan ini bertujuan meningkatkan pengetahuan dan keterampilan peserta dalam mengembangkan motif jumputan dan pewarnaan alami dari alam sebagai strategi diferensiasi berbasis identitas lokal. Kegiatan dilaksanakan selama empat hari dengan melibatkan 15 peserta menggunakan pendekatan partisipatif melalui penyampaian materi, demonstrasi, praktik langsung, dan pendampingan. Hasil kegiatan menunjukkan peningkatan keterampilan praktis peserta dalam proses produksi jumputan serta terbentuknya variasi motif dan warna melalui pemanfaatan bahan alami. Kegiatan ini berkontribusi pada penguatan kapasitas ekonomi kreatif masyarakat dan mendukung SDG 5, SDG 8, dan SDG 12 melalui pemberdayaan perempuan, peningkatan kapasitas ekonomi, dan penerapan proses produksi berbasis bahan alami.

Abstract: *Developing a creative industry based on local potential is one strategy to increase the added value and economic*

competitiveness of rural communities. Ulak Bedil Village, Ogan Ilir Regency, has the potential for tie-dye handicrafts involving women, especially housewives. However, limited motif innovation, product differentiation, and the use of natural dyes remain obstacles in product development. This activity aims to improve participants' knowledge and skills in developing tie-dye motifs and natural dyes as a differentiation strategy based on local identity. The activity was carried out over four days with 15 participants using a participatory approach through material delivery, demonstrations, direct practice, and mentoring. The results of the activity showed an increase in participants' practical skills in the tie-dye production process and the creation of variations in motifs and colors through the use of natural materials. This activity contributes to strengthening the creative economic capacity of the community and supports SDGs 5, SDG 8, and SDG 12 through women's empowerment, economic capacity building, and the implementation of natural material-based production processes.

Keywords: *Product Differentiation; Jumputan; Natural Dyes; Local Identity; Creative Industry*

Introduction

Regional-based economic development increasingly prioritizes local potential as a source of added value creation and improved community welfare. Local economic development is not only related to increasing individual capacity, but also to the community's ability to process resources, creativity, and regional cultural characteristics into products with economic value. In this context, the creative industry offers a strategic opportunity for development at the village level because it integrates creativity, skills, innovation, and cultural assets in the creation of value-added products (Ocsanti & Purnomo, 2025). Developing a creative industry based on local potential can thus be one approach to strengthening community economic activity while preserving regional cultural characteristics (Nisa, F. L., 2024).

The creative economy relies on ideas, creativity, and innovation as sources of economic value creation, including through the development of products that utilize local cultural assets and resources (Fajri et al., 2024; Kurniawan et al., 2020; Wahono et al., 2023). From an industrial economic perspective, the ability to produce products with distinctive characteristics from competitors' products is a source of competitive advantage. Differentiation strategies can be implemented through design, quality, materials, product characteristics, and inherent cultural values (Lenti et al., 2020; Purnomo, 2024; Puspita & Safrianti, 2022). In craft products, differentiation not only serves to create visual variation but can also be a strategy to increase product appeal, added value, and identity. In the context of tie-dye, differentiation can be developed

through innovative motifs, tying techniques, color combinations, the use of natural dyes, and the integration of local identity elements into product design.

Ulak Bedil Village, Indralaya District, Ogan Ilir Regency, has the potential to develop a creative economy through tie-dye crafts involving the community, particularly housewives. Tie-dye has economic value and is linked to the cultural heritage of South Sumatra (Iswandi, 2026; Dewi et al., 2022). This potential provides capital for the development of locally based creative products. However, based on initial activity identification, tie-dye product development in the community still faces limitations in motif innovation and the use of natural dyeing techniques. The resulting products have not been optimally focused on developing characteristics that differentiate them from similar products. This situation indicates a need to increase community capacity, particularly in developing designs and production techniques that can support product differentiation.

Based on initial observations and joint identification with partners, jumputan production activities in Ulak Bedil Village already possess basic skills among the community, particularly housewives. However, product development still faces limitations in terms of motif innovation, production technique variation, and the use of natural dyes. This situation indicates a gap between the community's potential skills and the ability to produce products with distinctive characteristics. Therefore, capacity building should be directed not only at the ability to produce jumputan cloth but also at the ability to develop product character through innovative motifs and dyes as tools of differentiation (Bow, Y., et al., 2020).

This issue demonstrates that jumputan development should not be solely focused on the ability to produce products; it should also be directed at the ability to create products with distinct characteristics and the potential for higher added value. Therefore, this community service activity is directed at developing differentiation strategies through innovative jumputan motifs that emphasize local identity and the use of natural dyes. The intervention was carried out by improving participants' skills in pattern making, sewing and binding, and implementing dyeing processes using natural materials such as gambier, indigo leaves, jelaweh bark, sappanwood, yellow wood, and tingik. This approach is expected to expand the community's ability to produce a variety of jumputan products and serve as a foundation for developing local product identity.

Based on these issues, this community service activity aims to improve the community's knowledge and skills in developing motifs and production techniques for tie-dye through the use of natural dyes as a product differentiation strategy based

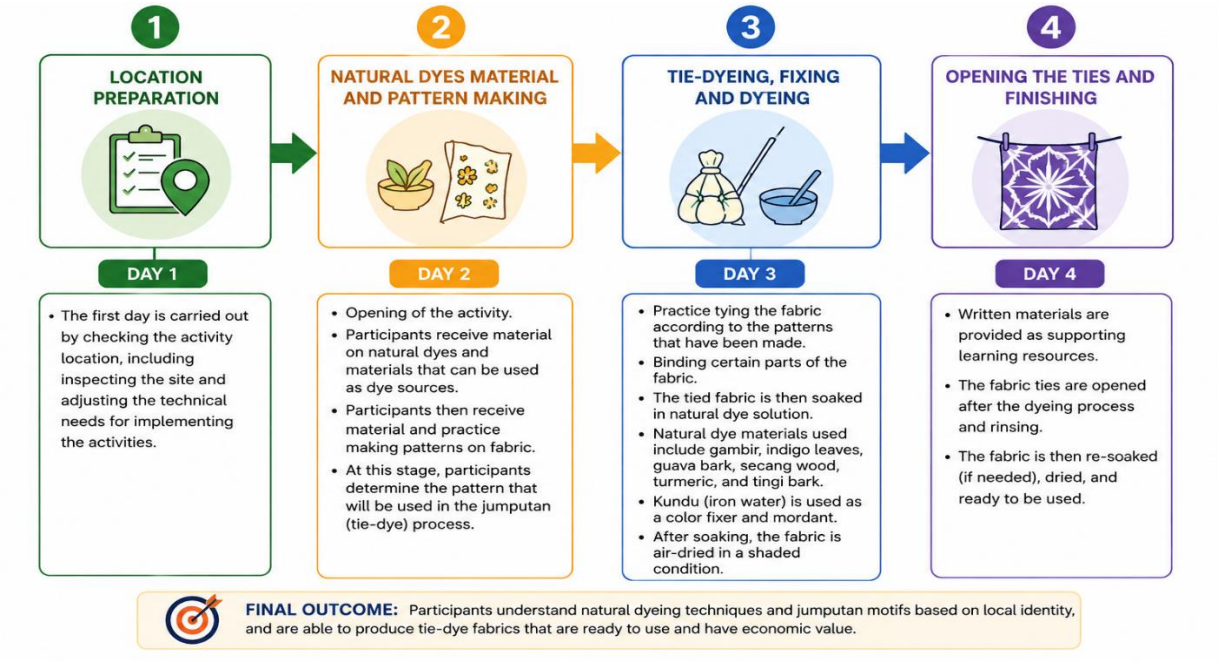
on local identity. This activity is also directed at strengthening women's capacity in productive economic activities and supporting the development of village creative industries. Thus, the activity contributes to SDG 5 (Gender Equality) through strengthening women's capacity, SDG 8 (Decent Work and Economic Growth) through the development of community creative economic activities, and SDG 12 (Responsible Consumption and Production) through introducing the use of natural dyes in the production process.

Method

This community service activity was conducted in Ulak Bedil Village, Indralaya District, Ogan Ilir Regency. The participants consisted of 15 women from the local community who were already involved in handicraft and household economic activities. The role of female artisans is closely linked to their profiles, which reflect their potential and productivity (Irmeilyana et al., 2021).

Participant selection was based on the community's potential and existing basic skills in *jumputan* (tie-dye) making. This activity also identified the availability of human resources and basic *jumputan* skills as key strengths of the Ulak Bedil community. The activity employed a participatory approach combined with hands-on practice. This approach aligns with the Participatory Rural Appraisal (PRA) method, positioning the community as active participants throughout the process (Fajri et al., 2024). The activity methodology included: presenting information on *jumputan* fabric using natural dyes found in the village; demonstrations by subject-matter experts; hands-on practice (with each participant receiving a white pashmina-style cloth); expert-led guidance during the production process; and observation of the results followed by activity evaluation.

A hands-on approach was chosen because *jumputan* making is a technical skill requiring direct experience in handling fabric, creating patterns, tying, and applying dyes. The program spanned four sessions; the schedule of activities carried out by the service team in Ulak Bedil Village is outlined below:



Picture 1. Schedule of Community Service Activities

Results and Discussion

The results of the activity show that the demonstration and hands-on practice methods provide space for participants to actively participate in the knowledge transfer process. Participants not only receive instructions from the implementation team but also practice at each stage of fabric production. This involvement is important because the skill of making jumputan requires precision in determining patterns, tying techniques, dye use, and the dyeing process. In the jumputan artisan empowerment activity, Viatra et al. (2025) also place technical training and active partner participation as an important part of the capacity building process. The program shows that participant involvement in the planning, implementation, and evaluation stages can support skill development while producing innovative products.

The technical experience gained by participants is then directed towards efforts to create product differentiation. Differentiation is a strategy that can be used to build competitive advantage by creating product characteristics that have value and uniqueness compared to competitors' products. In the context of community service activities, differentiation is important because tie-dye cloth is essentially a craft product that has many players and product variations in the market. Therefore, the ability to produce products with distinctive characteristics is one factor that can increase product attractiveness. Fajri et al. (2024) emphasized that innovation and creativity strategies can be used to help MSMEs achieve product differentiation, while

simultaneously improving the ability of business actors to develop creative products and marketing strategies.

This community service activity positions motif innovation as one of the starting points of a product differentiation strategy. Participants are guided to understand that changes in pattern shape, sewing techniques, the position and number of ties, and color composition can produce different motif characters. This understanding provides a foundation for participants to go beyond producing fabrics with repetitive patterns, but also to begin exploring the possibility of developing more diverse motifs. Thus, motif innovation can be seen as part of a product development strategy aimed at creating product uniqueness, not simply an activity to enhance the aesthetic aspects of the fabric.

These findings are relevant to the results of community service activities by Fajri et al. (2024), which showed that innovation and creativity can improve the ability of MSMEs to develop more innovative and differentiated products. In these activities, product development cannot be separated from marketing strategy because products with distinct characteristics need to be communicated to consumers so that this differentiation has economic value (Juliani, J., et al., 2022). Therefore, in the context of Ulak Bedil Village, motif innovation needs to be directed not only at producing design variations, but also at creating motifs that have meaning, character, and stories that can be used as part of the product's identity.

Differentiation through motifs is becoming increasingly relevant in the creative industry because a product's value is determined not only by its physical function but also by the creativity, design, meaning, and character inherent in the product. Creative products have an advantage when they are able to combine human creativity with cultural resources and local potential to create products with economic value. In the context of jumputan cloth, motifs are one of the main visual elements that can build product identity. Therefore, developing consistent motifs with certain characteristics can be the basis for building product identity and distinguishing Ulak Bedil Village products from other jumputan products.

In addition to motif innovation, the activity also introduced the use of natural dyes as an alternative in the jumputan cloth production process. The materials used consisted of gambier, indigo leaves, jelaweh bark, sappanwood, yellow wood, and tingik. Participants gained knowledge about various sources of dyes and practiced their use in the cloth dyeing process. The use of these materials provided experience that natural resources available in the surrounding environment can be utilized as part of the process of creating creative products (Rahmawati, U., et al., 2025). The

results of research by Novita et al. showed that various parts of plants can be explored as sources of natural dyes and applied to textiles using the jumputan technique. The study also showed that the development of local motifs on fabrics can increase the aesthetic value of the product.

The use of natural dyes offers a different dimension of innovation than motif innovation. While motif innovation focuses on product design, the use of natural dyes represents innovation in the production process as well as the character of the material. The combination of motif variations and dye materials opens up opportunities for participants to create more diverse product characters. Different dye materials can produce specific color variations and visual characteristics, thus expanding the possibilities for developing tie-dye products. These findings are supported by Nurvidia et al. (2024), who explain that the tie-dye batik technique using natural dyes has potential because the dyes can be obtained from the surrounding environment and their use can add value to tie-dye products.

The use of natural dyes can also be developed as part of a product's identity. Materials such as gambier, sappanwood, indigo, and other local plants can be viewed not only as production materials but also as part of the product's story, connecting the fabric to the environment and the community's culture. This is increasingly relevant to the findings of Viatra et al. (2025), which showed that developing eco-jumputan through a combination of natural dyes, environmentally friendly design, and local cultural values can produce innovative products while strengthening the collective brand identity of artisans. These findings indicate that innovation in materials and production processes can be developed as part of a product value-creating strategy, not simply as a technical change in the production process.

Local identity becomes increasingly important when product innovation is directed toward strengthening rural creative industries. Products that are linked to regional characteristics have the potential to acquire a more specific character because they draw inspiration from the community's social and cultural environment. Harini et al. (2025) demonstrated that community empowerment based on local wisdom can be used to develop community capabilities while simultaneously improving socioeconomic conditions by utilizing local potential. This approach demonstrates that local wisdom not only has cultural value but can also be developed into a source of product innovation.

In the context of Ulak Bedil Village, the development of tie-dye motifs based on local identity can be done by exploring various elements related to the characteristics of the village, such as cultural symbols, flora, fauna, environment,

history, community activities, and visual forms that are considered to represent the lives of local people. These elements can then be translated into fabric patterns and motifs to produce products that not only have aesthetic value but also have meaning related to their region of origin. This approach is in line with Afdalilah et al. (2025) who showed that product innovation based on local wisdom, when accompanied by the development of brand identity and marketing, can increase public knowledge, strengthen product identity, and support the economic independence of village communities.

Local identity can thus serve as a relatively difficult-to-imitate source of differentiation because it stems from the social, cultural, historical, and environmental characteristics of a region. When local elements are consistently translated into motif designs, product names, product stories, packaging, and marketing communications, this identity can develop into an intangible asset that strengthens the product's position. This concept aligns with research findings on local wisdom-based product innovation, which show that utilizing local potential can be an instrument for empowerment and community product development. Thus, local identity in this activity is not positioned merely as a visual ornament, but as a source of value creation that can support product differentiation.

The results of the activity also showed that participants gained experience in connecting pattern design, binding techniques, dye use, and the final fabric. The direct output of the practical work, in the form of tie-dye fabric, can be used as an initial prototype for design development in the next stage. The existence of a prototype is important because it provides a concrete picture of the potential for developing motifs and colors that can be produced by the community. The practical work product can also be used as evaluation material to determine the most appropriate patterns, color combinations, and production techniques for development into a commercial product.

Table 1 Changes in Participants' Abilities Before and After the Activity

No.	Indicator	Average Before	Average After	Increase %
1	Natural dye knowledge	13,33	100	86,67
2	Ability to make patterns/motifs	53,33	100	46,66
3	Pattern sewing skills	33,33	93,33	60
4	Ability to perform binding	13,33	93,33	80
5	Ability to do natural coloring	0	93,33	93,33
6	Understanding product differentiation	0	86,66	86,66
7	Ability to produce a variety of motifs	33,33	93,33	60

8	Utilization of local identity in products	0	100	100

Source: Primary data from participant evaluation results, 2026

From a community empowerment perspective, the involvement of 15 participants in the entire series of activities demonstrates active community participation in the learning and practice process. Participants participated in activities ranging from material delivery, demonstrations, pattern making, sewing, binding, coloring, to product completion. This participation is a crucial element in the sustainability of the program because the community is not only positioned as beneficiaries, but also as actors who gain experience and skills to continue activities independently. A participatory approach is also used in the local wisdom-based product development program in Benda Village, which involves the community through discussions, surveys, observations, and the development of local potential as product innovation.

This activity demonstrates that developing a village creative industry requires an approach that goes beyond improving production skills. Tie-dyeing skills are the initial capital that needs to be followed by strengthening the business aspect. Introduced motif innovations need to be developed into consistent, identifiable designs, supported by brand development, packaging, pricing, production cost recording, digital marketing, and expanding market access. This is reinforced by Afdalilah et al. (2025), whose local wisdom-based community service program not only provided product innovation training but also mentored logo creation, brand identity, and social media utilization; these activities reportedly resulted in increased public understanding and increased sales of local products.

Thus, product innovation needs to be positioned as part of a series of business development strategies, not as a stand-alone activity. Azhari et al. (2025) and Mukhlis, M., et al., (2023) through a study of product innovation and differentiation strategies emphasized that product modification, quality improvement, personalization, unique characteristics, and branding are important parts of efforts to increase the competitiveness of MSMEs. This perspective is relevant to the development of jumputan cloth in Ulak Bedil Village because innovation in motifs and natural dyes needs to be followed by the formation of a brand identity so that the uniqueness of the product can be recognized and perceived by consumers (Hamidi, I., et al., 2025).

From an economic perspective, product innovation has the potential to increase added value if the distinct product characteristics are appreciated by consumers and supported by an appropriate marketing strategy. Differentiation through innovative

motifs, the use of natural dyes, and the strengthening of local identity can form the basis for creating products with characteristics that distinguish them from other tie-dye products. However, increasing the economic value of this activity remains a potential that needs to be proven through further measurement. Indicators such as changes in selling price, production costs, sales volume, turnover, demand, and consumer preferences need to be measured in the next phase of mentoring. In this way, the impact of innovation on community economic performance can be demonstrated more objectively and not based solely on assumptions.

From a social perspective, these activities provide a space for the community, particularly housewives, to engage in productive activities that have the potential to be developed into group-based and household-based economic activities. These activities can be an alternative for developing skills that have economic value while expanding community participation in the village creative industry. From a cultural perspective, developing motifs based on local identity can be a medium for linking economic activities with the recognition and preservation of community cultural elements. Meanwhile, from an environmental perspective, the use of natural dyes provides an opportunity to develop production processes that utilize local resources and can be linked to more sustainable production practices. Viatra et al. (2025) show that integrating creativity, local cultural preservation, and environmental sustainability can be an approach to strengthening the competitiveness of the community-based creative economy.

Overall, this community service activity demonstrates that the development of tie-dye skills can be further directed as a strategy to strengthen the village creative industry through motif innovation, the use of natural dyes, and the integration of local identity. The activity not only provides technical experience for participants but also provides a foundational understanding of the importance of creating products with distinct characteristics and added value. These results align with Fajri et al. (2024) who demonstrated that innovation and creativity strategies in empowerment activities can enhance the ability of entrepreneurs to develop innovative products while simultaneously supporting increased competitiveness.

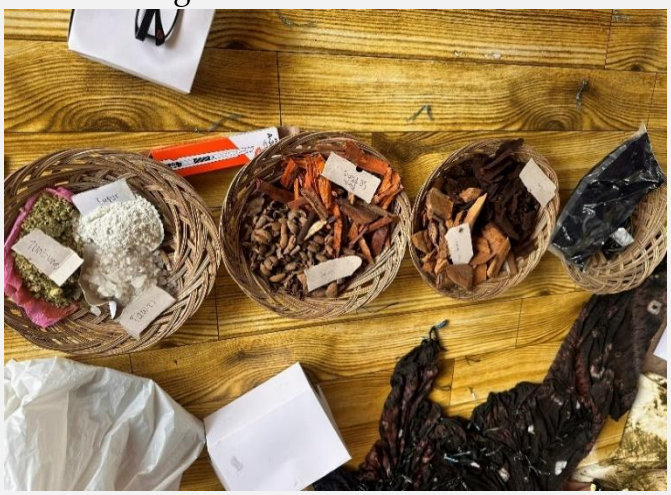
The sustainability of subsequent activities needs to be directed at developing motifs that truly represent the identity of Ulak Bedil Village, compiling a design catalog, developing a brand, standardizing quality, calculating costs and selling prices, developing packaging, and marketing through digital media and a broader market network. This stage is necessary so that the training outcomes do not stop as practical products, but can develop into creative products with economic value and a

strong identity. The experience of the eco-jumputan development program in Palembang shows that product strengthening through design innovation and natural dyes will be more optimal when accompanied by branding, digital marketing, business management, and strengthening group institutions.

Based on the overall process, community service activities can be positioned as the initial stage of a community-based creative product development model, namely utilizing local potential, exploring local identity, developing motifs, innovating production processes, product differentiation, strengthening branding, marketing, increasing added value and competitiveness. The model shows that the development of jumputan cloth in Ulak Bedil Village is not only directed at improving the technical capabilities of the community, but also at creating products that have uniqueness, identity, and economic potential. With this approach, jumputan cloth can be developed from a craft product into a creative industrial product that integrates economic, social, cultural, and environmental values.

Community service activities carried out in Ulak Bedil Village are not only oriented towards improving technical skills in making tie-dye cloth, but are also related to the achievement of Sustainable Development Goals (SDGs), especially SDG 5, SDG 8, and SDG 12. This connection is seen from the involvement of the community, especially women, in capacity building activities and the development of productive skills, strengthening the potential of the creative economy through product innovation, and the use of natural dyes in the production process. Thus, community service activities can be placed as part of efforts to develop a more inclusive and sustainable community economy.

Tabel 2. Implementing the SDGs

SDG	Relation to activities	Relevant Target	Evidence that can be shown
SDG 5	Empowerment of women/ housewives	**5.5, 5.a**	Number of female participants, skills, involvement in production 
SDG 8	Innovation, differentiation, creative industries	**8.2, 8.3**	Number of motifs, prototypes, skills, business plans 
SDG 12	Natural dyes and responsible production	**12.2, 12.5**	Types of natural materials, material efficiency, waste management 



Source: Primary data from field results, 2026

Overall, the integration of the SDGs perspective shows that community service activities not only produce outputs in the form of improved tie-dye skills, but also have a broader development direction towards community empowerment and the development of an inclusive and sustainable creative economy. The development of local identity-based motifs, the use of natural dyes, and increasing women's capacity can be the foundation for the development of creative village products that have economic value while maintaining the social and cultural character of the community. Therefore, the sustainability of the program needs to be directed at strengthening businesses, marketing, measuring women's economic impact, production process efficiency, and environmental management so that contributions to SDGs 5, SDG 8, and SDG 12 can grow from mere potential to measurable impact.

Conclusion

The community service activities demonstrated that innovative motifs and dyeing techniques were able to increase the variety and potential differentiation of jumputan products from the Ulak Bedil Village community. This activity also made an initial contribution to increasing the capacity of artisans in developing products with visual character and potential local identity. However, the sustainability of the economic impact still requires strengthening through the development of distinctive village motifs, product quality standardization, branding, business management, digital marketing, and strengthening the institutionalization of artisan groups and marketing networks. Thus, the activities do not stop at improving production skills, but are directed at establishing a business ecosystem based on local potential that involves the community and village government. More broadly, this activity contributes to SDG 5 (Gender) through the empowerment of women/housewives, SDG 8 (Decent Work and Economic Growth) through strengthening business capacity

and opportunities to increase community income, and SDG 12 (Responsible Consumption and Production) through the development of craft products based on local resources. The sustainability of the program further needs to be directed at strengthening institutions, market access, and business mentoring so that jumputan innovations can develop into superior products that are competitive and sustainable.

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