

# Knowledge Sharing Digital Marketing: A Strategy To Raise Youth Entrepreneurship Spirit In Celuk Village

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ARTICLE INFO	ABSTRACT
<p><b>Keyword:</b>            Knowledge Sharing;            Digital Marketing;            Entrepreneurship;</p>	<p>The world center for silver handicrafts is in Gianyar Regency, namely in Celuk Village, Sukawati District. Craft products from the "magic hands" of the craftsmen are a combination of talent, artistic knowledge which are processed into creations, as well as experience so that it is believed that they will be able to produce a work of craft that has "taksu". But this will slowly fade if no one continues. The existence of technology should be able to increase the enthusiasm of the successors in improving their business. This study uses a qualitative approach with the literature review method in seeking answers to the changing interests of the younger generation in Celuk village. Because it takes some form of real action that is able to attract interest, rather than just based on theory alone. With the sharing of knowledge related to digital marketing, it is hoped that it will be able to revive the spirit of entrepreneurship for the younger generation in this Celuk village.</p>

## 1. Introduction

Besides having tourist objects with enchanting natural beauty, the island of Bali has other potentials that are a shame to miss. These potentials if collaborated will be able to increase the selling value of Bali tourism destinations. One potential that can be collaborated is a silver handicraft business that can be used as souvenirs for both domestic and foreign tourists. This silver craft art is not limited to types of jewelry, but can be made in various forms of products that have benefits for its users. In Bali, the center of the worldwide silver business is in Gianyar Regency, namely in Celuk Village, Sukawati District. Craft products from the "magic hands" of the craftsmen are a combination of talent, artistic knowledge which are processed into creations, as well as experience so that it is believed that they will be able to produce a work of craft that has "taksu". In carrying out an activity related to art, especially processing art into creativity, humans can do it with the help and guidance of God in the form of the coming of God's holy light known as Taksu. Taksu (metaksu) can be interpreted as artists, works of art or other artistic objects that are mature (Dibia, 2011).

Based on what is recorded in history, the beginning of silver crafts in Celuk Village was pioneered by a pande named I Nyoman Gati (1915). He learned how to "memande" from his father, I Nyoman Klesir, who is usually called Nang Klesir. I Nyoman Gati's father studied while working by being a student of a pande who came from Mengwi Badung, namely Pan Sumpang. At first, I Nyoman Gati, together with his students, was engaged in silver crafts for the purposes of yadnya facilities in Bali, and made the king's wedding jewelry or "ngayah" to the palace. As a craftsman he continues to pursue his work so that over time the profession he is engaged in can improve the welfare of his family. In the end this "memande" work was followed by other people in Celuk Village, because the products produced were liked by the Kings in Gianyar. They are called pioneers or masters in the field of silver in Celuk Village. Given his tenacity and dedication in creating the characteristics of Celuk silver which are still maintained today. The people of Celuk village began to do a lot of silver work in 1935, so that the silversmithing profession in Celuk village grew and developed and expanded. The work also developed from producing religious equipment to extending to jewelry (Wakhyuningsih, 2018).

The younger generation in this era, tend to do things that only look good on the outside. They follow the changes in the hustle and bustle of globalization, which is slowly changing the mindset of the younger generation to become modern. Want to get results immediately without going through a long process because the ease of accessing all information has caused a change in the interest of the younger generation (Nurhasanah & Siburian, 2021). Leaving the village where he was born for something that is sometimes uncertain is a matter of pride for himself if he declares himself "to work in the city". The existence of profitable interests, desires and goals justifies the decision to leave the homeland. All the potential that should be able to be explored and developed becomes neglected because of the lack of interest from the younger generation to continue and develop their village. This also happened in Celuk Village, which was increasingly being abandoned by the next generation. Finding a way to attract the interest of the younger generation to return to pursue silver art so that they can shine again is a "homework" that must be done immediately so that the village is not left behind.

## **2. Research Methods**

In this study, the authors used a qualitative approach with the literature review method. Qualitative approach that the authors do is to make observations. What is the focus of qualitative research lies in the process and how to interpret the results (Asri, 2022b), as well as being able to answer dynamic questions such as "how, what, or even why" of a situation or phenomenon that occurs (Wibisono, 2019). From village meetings attended by the community, village officials and practitioners from an institution that conducts socialization related to entrepreneurship, it was discovered that a phenomenon is currently happening in Celuk village, namely a change in the interest of the younger generation. A literature review is used with the aim of analyzing some knowledge that is related to the topic being analyzed so that empty spaces can be found that can be used as answers (Ulhaq, 2020). The first stage in using the literature review method is to formulate a problem followed by searching for literature, evaluating data so that it can analyze and interpret it (Binus University, 2020). With this research, the author wants to find a way so that the younger generation in Celuk village can develop a sense of interest in silver crafts so that the business can shine again as before.

## **3. Results and Discussion**

In the past, Celuk village was one of the silver centers in the world. Domestic tourists and international tourists when visiting Bali will take the time to travel to Celuk village to buy souvenirs. However, competition from the technology and destination perspectives has begun to shift the position of Celuk village so that it gradually fades away. The younger generation who are expected to be able to continue the glory that once had actually have other interests. Becoming an entrepreneur in silver is no longer a priority for them. Even though the government wants this silver craft business to continue and develop more and more gloriously. The government has even facilitated several modern tools that can be used, such as those in the UKM building (Silver Craft Industry Center for Development).

Since the last few years, the desire to share knowledge (knowledge sharing) has increased, this is reinforced by the existence of several empirical studies that have been conducted which provide benefits for individuals from involvement in sharing knowledge. Although there is still much that needs to be learned and understood regarding the value of sharing this knowledge (Ahmad & Karim, 2019). With the emergence of various technologies that can change the direction of business, knowledge sharing will remain important in utilizing the competencies possessed to gain excellence (Paul Tiwari, 2022). Knowledge sharing can be interpreted as an activity in exchanging information, skills and expertise that is carried out without a plan, for example during free time or during breaks or with a plan, which is carried out once a month at regular meetings (Herawati, 2022).

By doing knowledge sharing, it will be able to create new knowledge so that it will produce a creative idea, can improve abilities and skills so that it can reduce or even avoid all risks that have occurred (Hikmah et al., 2021). In each activity, what the participants liked the most was the knowledge sharing session. The participants were very interested in listening to the experiences of entrepreneurs (PKM partners) so that they could learn from the various twists and turns or possibilities that occur in running a business. The existence of this sharing session can increase the motivation of the participants' interest in entrepreneurship (Wahyudi et al., 2021)

Someone will start to develop a sense of interest when they see what might be done. This is what needs to be done to revive the enthusiasm for entrepreneurship in the younger generation in Celuk Village. Growing an entrepreneurial spirit can be done by doing simple things. Take an approach with casual conversation, invite craft practices together or by socializing.

In a socialization activity that was carried out by the Celuk village government with one of the private tertiary institutions in Bali by presenting practitioners, there was active interaction from the Celuk village community regarding the material provided by practitioners, especially when it was explained that SMEs and SMEs currently in Bali are mostly mostly owned by non-Balinese people (outside Bali). There are many opportunities that can be used as business areas taken by people from outside Bali, one of which is silver handicrafts. We can find a variety of silver handicrafts in the form of souvenirs, jewelry and even prayer tools sold in large shops originating from businessmen outside Bali. Producing in large quantities at a relatively affordable price, slowly shifting the value of an "art craft originality".

Based on one of the articles on the web (Universitas Islam Indonesia, n.d.) it is said that the World Economic Forum (WEF) put forward ten abilities that a person should have or master before 2025, where one of the abilities in question is the ability to think critically in creating an innovation. This ability can be honed through entrepreneurship. Entrepreneurial spirit must be built as early as possible so that creative and innovative work can emerge. The encouragement of this entrepreneurial spirit will be able to become a foothold in facing increasingly gripping challenges. Entrepreneurial spirit is a person's independent attitude in looking for opportunities as a source of income by channeling all the creations they have. Having an entrepreneurial spirit can encourage an independent, creative, innovative, disciplined, responsible and never give up mentality (Nurani et al., 2022). So that it can be said that an entrepreneur is someone who is "moving forward", who will always keep moving forward so that everything he does will continue to grow from time to time. What must be possessed in maintaining the ability in entrepreneurship is determination, positive attitude and thoughts, experience, perseverance, and the most important thing is hard work (Bowo & Saepullah, 2022).

In the socialization session it was also explained that with the existence of technology, it would be able to develop existing businesses or even those who wanted to start. The benefits of using technology are in terms of expanding business reach, saving time and costs as well as optimizing business management and diversification. The type of entrepreneurship itself consists of retail, creative and startup. Maintaining existing markets and looking for what doesn't exist yet. All information can be searched and studied using data analytics. Invite the younger generation in determining product value and target market. Do diversification in collaboration with technology, this is usually what will be able to attract the interest of the younger generation. Entrepreneurship is an application of innovation and a creative mindset to find solutions to existing opportunities. Changing the mindset of job seekers to job creators is not easy. This is because there is still no proper awareness and understanding regarding entrepreneurship (Margahana, 2020).

Technology will open up great opportunities that can assist entrepreneurs in developing their businesses. Traditional ways can be collaborated with new ways to optimize their potential. One of the uses of technology that is currently being maximized by entrepreneurs is the use of electronic media as e-marketing (Harahap et al., 2021). There are many opportunities that can be taken as long as the human resources can manage what is already there so that it can produce something (Asri, 2022a). Using technology is not just about adding digital innovation to a business, but rather about rethinking how to do business using effective marketing in the digital age. Some that can be done are: implementing Search Engine Optimization, using pay-per-click (PPC), Content Marketing, Utilizing Social Media Marketing, and email marketing (Azkiya, 2021). This is what the younger generation can use in developing silver crafts in Celuk village. Having potential that can be used as a backbone in generating rupiah coffers will not be maximized if you do not take advantage of existing facilities. It's time for the younger generation to be free to work. All creations and innovations can be poured into a selling concept. With digital marketing, the products you own will be maximized to become something worth selling and promoting. By touching commercial product photos, it will be able to attract consumer interest and increase the selling value of these products (GeovanneFarell et al., 2019).

#### 4. Conclusion

The high expectations of the younger generation in building and developing silver handicraft businesses that have long existed are not in line with the declining interest of the younger generation in continuing the family business they own. This has received serious attention from the government, especially officials from Celuk Village, Sukawati, Gianyar. Various attempts have been made to revive the spirit of entrepreneurship, including in terms of providing facilities and infrastructure for the advancement of the silver craft. One way that can be done besides providing facilities and infrastructure is by conducting outreach. Socialization can be done by holding seminars by inviting experts who are already experienced in their fields. The sharing of knowledge and experience will be able to help regenerate the entrepreneurial spirit among the community, especially the younger generation. Especially with the advances in technology and information that can facilitate entrepreneurs in running their business.

Today's young generation must be approached, given motivation and direction that is focused on one thing. There must be real action in doing so, so that what is directed will produce something. Therefore, sharing what we have will produce something that will be much more beautiful. Especially if it is done with the aim of increasing the ability and welfare of many people. No need to share something or a large amount of money, but enough to have a casual chat over a cup of coffee and hot cake.

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