



Product Innovation Strategy in Increasing the Competitiveness of the Creative Bamboo Weaving Industry in Ringinagung Village, Magetan (UD. Putri Ragil)

Rima Dwi Novianawati^{1*}, Irma Yuliani²

¹UIN Kiai Ageng Muhammad Besari Ponorogo, Indonesia, dwinoviantirima@gmail.com

²UIN Kiai Ageng Muhammad Besari Ponorogo, Indonesia, irmayuliani82@iaiponorogo.ac.id

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*Corresponding author email :

dwinoviantirima@gmail.com

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Abstract

The development of technology has increased consumer expectations of product diversity and quality, thus encouraging creative industry players to constantly innovate. One of the creative industries in Magetan Regency is the woven bamboo industry (Industri Anyaman Bambu). This industry is able to maintain competition through product innovation by preserving local culture and contributing to economic growth. This study aims to analyze the implementation of product innovation strategies, challenges, and impacts on the competitiveness of the creative industry. Data were obtained through interviews and observations and analyzed using descriptive analysis. This research engaged business owners, employees, and consumers of woven bamboo as key informants. The results showed that there are four main innovation strategies employed by the Woven Bamboo Industry, including enhancing the quality of products, diversifying designs, strengthening brands image, and optimizing social media for marketing. Meanwhile, the main obstacles include limited human resources, production constraints during the rainy season, and lack of support from the local government. The significant impacts derived from the innovation strategy are increasing sales, expanding market reach, and increasing business competitiveness. In addition, this innovation also encourages improved employee skills and increased consumer desirability.

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INTRODUCTION

The creative industry is one of the sectors that has great potential in driving economic growth, both at the local and national levels. One of the prominent sub sectors is handicrafts, such as bamboo weaving, which not only has high artistic and cultural value, but also plays an important role in creating jobs, especially in rural areas. This industry functions as a driver of the community's economy as well as a preserver of local cultural heritage that has its own appeal (Agus Wahyudi dkk., 2024).

However, creative industry players still face various obstacles in maintaining their existence and competitiveness in the midst of an increasingly dynamic market and increasing consumer demand. Therefore, an effective and adaptive strategy is needed to respond to changes in the business environment. One of the key factors for success in maintaining business continuity and increasing competitiveness is innovation, especially innovation in product development. Creativity and innovation in product quality, production processes, and business strategies are important in facing competitive and dynamic market competition (Afifah dkk., 2024).

Several previous studies have highlighted the importance of innovation and competitiveness of MSMEs as significant academic issues. One approach that has been proven to be able to increase the competitiveness of MSMEs is knowledge management, which emphasizes nine key factors, including product innovation and strategic use of online stores, as shown (Ramadhan & Sofijanurriyanti, 2020). Efforts to improve marketing performance can also be done through product configuration capabilities that emphasize flexibility in meeting consumer needs, as explained (Hanfan, 2021). In addition, human resource development is seen as an important adaptive response in facing the dynamics of the creative industry, as emphasized (Widodo & Widodo, 2022). While collaborative strategies are considered capable of encouraging the creation of business innovation, as stated (Suryadharma dkk., 2023).

Along with technological developments, the direction of research has shifted to the digital realm. Technological innovation is identified as an effective means to increase the operational efficiency of MSMEs across sectors (Triwahyono dkk., 2023), while digital product development is considered a form of adaptation to changes in consumer behavior in the information technology era, as stated (Sayudin dkk., 2023). Furthermore, digital branding strategies are also considered capable of strengthening the competitiveness of SMEs, especially in areas that are developing digitally such as Jambi, as explained (Ardana dkk., 2023). (Simamora & Pradana, 2023) also contributed by introducing Innovation Canvas, a visual tool for mapping and designing business innovation strategies systematically. On the other hand, the importance of an interdisciplinary approach in developing product innovation by comprehensively integrating economic, social, and cultural aspects is emphasized (Nurhutami dkk., 2024).

Magetan Regency is one of the areas that has great potential in the development of the creative industry, especially in the bamboo weaving sector. There are 5,743 business units engaged in this sector and absorbing 15,307 workers, making it the sector with the largest

number of business actors and absorption of workers in the creative industry. In addition, the production value generated reached Rp76,418.72 million, indicating that this sector makes a significant contribution to regional economic growth (BPS, 2025). This potential places the bamboo weaving industry as an important mainstay in strengthening the local economy based on regional wisdom and cultural excellence.

Table 1. Magetan Creative Industry Center Areas

Magetan District	Creative bamboo weaving industry center
Magetan and Ngariboyo Districts	Leather industry center
Karangrejo District	Gamelan industry center
Plaosan District	Sido Mukti batik industry center
Magetan District	Magetan specialty food industry center

Source.(Rencana Strategis (Renstra) Dinas Perindustrian dan Perdagangan Kab. Magetan Tahun 2018–2023., 2025)

From Table.1, it is stated that Magetan District, especially Ringinagung Village, has been designated as a bamboo craft center because most of its residents work as craftsmen. One of the prominent business units is UD. Putri Ragil which has been active since 1980. Based on an interview with Mrs. Sumiyati, the business actor continues to innovate products in response to diverse market demands, as well as participating in training to improve craftsmen's skills.

Product innovation strategy is considered important in increasing competitiveness at UD. Putri Ragil. This is in line with research (Hadiwijaya & Prasetya, 2023) which shows that innovation and digital marketing play a significant role in improving the quality, sales and competitiveness of craft products. (Nuratri & Sofiati, 2024) emphasizes that the implementation of the right entrepreneurial innovation strategy, including product innovation, marketing creativity, and market adaptability, significantly increases the competitiveness of MSMEs. This is in line with Kotler and Armstrong's theory which emphasizes the importance of product diversity, quality, and brands in increasing competitiveness (Kotler & Armstrong, 2006).

Although Ringinagung Village has implemented an innovation strategy, the use of production technology is still minimal, thus hampering the production process. In addition, specific studies on the application of product innovation strategies in the local bamboo weaving industry are still limited. This study aims to analyze the product innovation strategy implemented by UD. Putri Ragil, including the challenges faced and the impacts caused in efforts to increase the competitiveness of its business. Through this study, it is expected to provide a real contribution to the development of local creative industries based on village potential, as well as being a reference for similar MSME actors in developing businesses sustainably and innovatively.

RESEARCH METHOD

This study is a field research because it aims to obtain in-depth observations about product innovation strategies in the creative industry UD. Putri Ragil in encouraging competitiveness. The data is primary data that is collected directly from the main data sources. Data in the study regarding 1) data of innovation strategies employed by the Bamboo Woven Industry in enhancing competitiveness 2) data of the challenges encountered by the creative industry 3) and The impact of innovation strategies on the viability of the industry. This study engaged business owners, employees and consumers as key informants. In addition, this study also applied the source triangulation method to ensure the data collected was valid. Furthermore, this study was analyzed using descriptive analysis, which is an analytical method that emphasizes data collection in the form of written and oral narratives, as well as observable behavior (Sugiyono, 2022). In addition to the analysis process, the data was processed through three stages: data reduction, data presentation (display), and making conclusions.

RESULT AND DISCUSSION

Implementation of Product Innovation Strategy

Innovation is the process of adaptation and creation of new products or ideas, both from within and outside the organization, to meet market needs. Product innovation strategy is important in increasing competitiveness, which includes diversity, quality, and brand strengthening. Kotler and Armstrong's theory emphasizes that effective innovation is determined by product variety, product quality, and strong brand identity (Kotler & Armstrong, 2006). Based on the results of observations and interviews, it was found that the implementation of innovation strategies used in the creative industry of UD. Putri Ragil is in the form of product quality, innovation variations and brands. This study found that the product innovation strategy in the bamboo weaving creative industry at UD. Putri Ragil has been implemented in several main aspects, although not yet fully optimal. Enhancing the quality of products, diversifying designs, Strengthening brand image, Optimizing social media for marketing.

1. Enhancing the quality of products

In an effort to improve product quality, UD. Putri Ragil implements a strategy that focuses on two main things, namely the selection of quality raw materials and strict supervision of the production process. The selection of raw materials is an important priority to ensure that the bamboo woven products produced have high durability and strength in order to meet consumer expectations and compete in the market. One concrete form of this strategy is the use of apus bamboo, which is known to have strong fibers and is not easily broken when woven, as explained by the owner of the UD. Putri Ragil business. In addition, supervision of each stage of the production process is carried out strictly based on the company's standard operating procedures (SOP), with the aim of maintaining consistent product quality from start to finish, while minimizing the risk of production errors that can affect the final quality of the product. This strategy reflects

the understanding that product.

Innovation is not only related to the creation of new shapes or designs, but also includes the process of improving quality as an effort to meet consumer needs and desires more effectively, as emphasized (Kotler & Armstrong, 2006) stated that product competitiveness can be increased through innovation that emphasizes diversity, quality, and brand. Field findings show that the innovation strategy implemented by the creative bamboo weaving industry in Ringinagung is gradual and based on local wisdom, in contrast to the high-tech approach as found (Dahmiri dkk., 2024) in a study in urban areas. This strategy shows that product quality is a central element that not only reflects durability and reliability, but also includes functional aspects, as emphasized by Kotler and Keller in (Mantovani & Yusuf, 2024). In this case, Islamic business principles are also implemented through a commitment to honesty and conformity between the condition of the product offered and reality, without any elements of manipulation, which reflects ethical values in maintaining consumer trust. This is also in line with the view of (Arif Saidul Ibrahim & Abidin, 2024) who emphasizes the importance of supervision and quality improvement at every stage of production to achieve maximum customer satisfaction, making quality improvement an inseparable part of the product innovation strategy implemented contextually by UD. Putri Ragil in strengthening the competitiveness of the creative industry in Ringinagung Village, Magetan.

2. Diversifying designs

The product innovation strategy implemented by UD. Putri Ragil in Ringinagung Village is a planned and comprehensive effort to face market dynamics and increase the competitiveness of bamboo woven products. This innovation is realized through several complementary approaches. The company actively creates a variety of products designed to answer the increasingly complex and changing needs and tastes of consumers, by innovating in terms of design, shape, function, and product size. This approach not only encourages visual appeal, but also expands the functionality of the product so that it can be accepted by a wider market segment. Second, innovation is also carried out through the development of old products by creating new product lines that have added value, both in terms of aesthetics and usability. This step aims to expand market reach and provide new innovations to previously known products. Third, UD. Putri Ragil also utilizes technology as a tool to support innovation, especially in terms of marketing. Digital media and bold platforms are used optimally to introduce products, build more interactive communication with consumers, and increase overall promotion and distribution efficiency. This strategy is in line with Schumpeter's view, as quoted by (Kusumandari dkk., 2024), who emphasized that innovation does not only include the creation of new products, but also the improvement of features that can add value to the product in the eyes of consumers. In this context, the research market plays an important role as a supporter of innovation, as conveyed by (Haratua dkk., 2024), who explained that the success of an innovation is highly dependent on the extent to which business actors understand the needs and preferences of consumers

that continue to develop. Thus, the product innovation strategy at UD. Putri Ragil does not only focus on developing the physical form of the product, but also includes a holistic approach that is oriented towards the market and technology, to create sustainable competitiveness in the midst of the competitive craft industry.

3. Strengthening brands image

The brand appearance aspect is an integral part of the product innovation strategy implemented by UD. Putri Ragil, where efforts to strengthen brand image start from basic steps in the form of protecting intellectual property rights (IPR) as a form of legality for the identity and originality of the products produced. With protection through IPR, companies not only obtain exclusive rights to their products, but can also avoid the risk of imitation and infringement that can be detrimental economically and reputationally, as emphasized by (Putri dkk., 2024). In addition, business actors in Ringinagung have actively registered their brands through IPR as a form of legal protection as well as a long-term branding strategy. The use of a consistent and easily recognizable brand logo on each product is also an important part of building brand image and identity, which not only strengthens consumers' memory of the product, but also creates a professional impression and increases business credibility in the eyes of the market. This view is reinforced by the opinion of (Kotler & Armstrong, 2006) who state that a brand is a representation of the quality and value of a product, so that the existence of a strong brand is a key element in differentiating products in a competitive market. This finding is also in line with (Maulidia, 2022) which highlights the importance of product legality and certification as part of efforts to increase the competitiveness of small and medium industries (SMEs). However, although innovation and brand strengthening strategies have been carried out consistently, optimizing the results is highly dependent on the support of knowledge management strategies and cross-sector collaboration, as reminded by Mashudi, who emphasized that innovation development cannot run optimally without knowledge exchange, cross-sector cooperation, and creation that encourages creativity and joint growth. At this time, the creative bamboo weaving industry in Ringinagung still has great opportunities to strengthen synergies with various parties in order to build a more sustainable innovation ecosystem.

4. Optimizing social media for marketing.

Marketing strategy is one of the important elements that support the success of product innovation, especially in the context of adapting to technological developments and changes in consumer behavior that are increasingly digital, as emphasized by (Achmad Fauzi, 2023). In this case, UD. Putri Ragil optimizes the use of social media as an important part of its product innovation strategy by utilizing various digital platforms such as WhatsApp, Instagram, and official websites not only for product promotion purposes, but also as a medium to expand market networks, build more intensive communication with consumers, and obtain direct feedback that can be used for the development of the next product. This strategy is considered very effective in reaching

a wider range of consumers, especially the younger generation who are active in digital interactions, while creating efficiency in promotion and distribution costs because it does not require large expenditures like conventional promotions. This approach also strengthens emotional relationships with consumers because it allows for more personal and responsive two-way interactions. Not only relying on digital strategies, UD. Putri Ragil also applies a direct approach such as the “jemput bola” technique by bringing product samples to various events, community meetings, or local events to introduce products personally to potential customers, which is in accordance (Hermawan, 2025) idea of the importance of building emotional relationships and customer loyalty through an interpersonal approach. The combination of digital marketing strategies and direct approaches is the main strength in supporting product innovation carried out by the creative bamboo weaving industry in Ringinagung, where the effectiveness of promotion is not only measured by how widely the product is known, but also how strong the relationship is with consumers, this will affect the value and identity of the product.

Challenges in implementing product innovation strategies

Implementation of product innovation strategies faces a number of challenges, such as limited human resources who are not ready to face change, the impact of climate change that disrupts the production process, and minimal government support in terms of facilities and training.

1. Human Resources

Human resources are the main challenge in developing product innovation, because the low quality of the workforce, limited literacy, and minimal work experience often result in the training provided not providing optimal output. This is in line with the view of (Adiguna dkk., 2024) who emphasizes the importance of HR training to increase competitiveness, while (Ranyla Putri Amelliya dkk., 2024) added that the effectiveness of the training is highly dependent on the readiness of the participants. The initial challenge in implementing the product innovation strategy in the bamboo weaving creative industry in Ringinagung Village lies in the process of training human resources who are not fully ready to adapt to change. Most of the workforce comes from the surrounding community and only has basic skills, so the training process takes a lot of time and energy. In response to this challenge, UD. Putri Ragil has taken steps by providing advanced training and supervising the production stage to ensure quality and support continuous improvement.

2. Climate Change

Climate change poses an external threat that bamboo weavers are very concerned about in the sustainability of their industry, especially since the entire production process still depends on unstable and unpredictable natural conditions, where sudden and prolonged high rainfall greatly disrupts the bamboo drying process, making the raw material susceptible to mold growth and damage, which not only

reduces its usefulness but also results in production delays and potential financial disruption for the craftsmen. This is also in line with research (Novriyanata, 2018), which emphasizes that climate closure significantly increases production and economic risks for craftsmen who rely on traditional weather-dependent techniques, thus highlighting the urgent need for effective mitigation strategies, such as the implementation of modern drying technologies or the implementation of better storage systems, as advocated (Vera Maria dkk., 2024), which can play a significant role in maintaining the quality and availability of bamboo as a natural raw material, ultimately supporting the resilience and sustainability of the industry in dealing with the environment.

3. Government Support

Limited government support continues to be a barrier that needs to be overcome, this is indicated for the growth and progress of the creative bamboo industry at UD. Ny. Nevertheless, UD. Putri Ragil has managed to not only survive but also make progress, largely due to the strength of its social capital consisting of community based trust, prevailing norms, and strong interpersonal networks that have been strategically leveraged to support digital marketing efforts, especially through the use of social media platforms that facilitate direct engagement with consumers and strengthen brand visibility. This adaptive reliance on social capital as an alternative development resource is reinforced by research conducted by (Azhari Evendi, 2021) and (Darmawan dkk., 2022), who concluded that social capital plays a significant role in driving business resilience, enabling growth, and maintaining long-term competitive advantage in the absence of strong institutional support.

The impact of implementing product innovation strategies

1. Increased Sales

Product innovation strategy has been proven to have a very significant impact on increasing sales in the creative bamboo weaving industry at UD. Princess Ragil, where innovations applied in terms of design, more diverse product variations, and improving product quality are able to attract consumer interest effectively, thus driving a spike in the number of orders received by business actors and ultimately increasing their income significantly, this is also reinforced by the statement from the owner of UD. Putri Ragil who stated that the diversity of products directly contributed to the increase in orders, and is supported by research findings from (Abdullah As Shoib dkk., 2024) and (Winedar dkk., 2022) who emphasized that product innovation is one of the crucial factors in attracting consumers while increasing income for MSME actors in general.

2. Increased Market Reach

In addition to driving significant sales growth, product innovation is also an important factor in expanding the market reach of bamboo woven products from Ringinagung Village which have successfully penetrated beyond regional boundaries to big cities such as Yogyakarta and Jakarta, so that their appeal and demand have

increased in various consumer segments. This significant expansion is mainly supported by product diversification strategies and in accordance with consumer tastes and preferences, as well as the implementation of effective digital marketing strategies to increase product visibility and accessibility, so that consumers from various regions can find and buy these innovative products more easily. This development is strongly supported by the Diffusion of Innovation theory put forward by Rogers (2003) as quoted in (Sugiono, 2024) research which states that innovations that are accepted and adopted by the community tend to spread quickly, so that they can reach a wider market in a relatively short time. Furthermore, insights provided by (Parlyna & Girsang, 2024) underscore the critical role that digital marketing plays in expanding market access for micro, small and medium enterprises (MSMEs), especially when such efforts are carried out sustainably and carefully tailored to evolving consumer preferences and demands across geographic and demographic segments, to ensure sustainable growth and competitive advantage in an increasingly dynamic market.

3. Increased Knowledge and Skills

Product innovation in Ringinagung Village, especially at UD. Putri Ragil, has had an impact far beyond mere economic benefits, this is because product innovation also makes a significant contribution to increasing the capacity of human resources among local craftsmen. This is due to the increasing complexity and diversity of product demand from the growing market, workers are forced to continuously acquire and refine new skills and techniques that go beyond traditional hardening methods. Employees at UD. Putri Ragil stated that innovation in product design and production processes requires mastery of more advanced and complex skills, which encourages continuous learning and skill development. This evolution in expertise not only improves the quality and uniqueness of products but also encourages craftsmen to be more adaptive, creative, and competitive in the wider market. The importance of increasing such capacity through innovation is strongly supported by (Syafitri & Nisa, 2024), which emphasizes that innovation is a fundamental driver in improving the capabilities of the workforce in the creative industry sector. Through innovation, companies are empowered to overcome challenges related to production complexity, enabling them to respond effectively to consumer preferences and market trends. This process ultimately strengthens the resilience and extinction of the local creative economy by cultivating a skilled workforce that is able to maintain innovation over time. Therefore, innovative interactions are carried out at UD. Putri Ragil shows how innovative products can serve as catalysts not only for business growth but also for human resource development, making it an important component in the long- term progress of the bamboo weaving industry in Ringinagung Village.

4. Increasing Consumer Will

Product innovation not only increases product appeal, but also significantly increases consumer expectations and desires for increasingly unique and varied products. Based on the consumer satisfaction theory put forward by Oliver in

(Hermawan Budiyo, 2022), the level of consumer satisfaction is highly dependent on the extent to which the product received is in accordance with their hopes and expectations. Therefore, when craftsmen are able to continue to innovate sustainably to meet dynamic market needs, this will have a positive impact on significantly increasing consumer loyalty and satisfaction. However, in practice, business actors such as UD Putri Ragil still face various obstacles in meeting the various needs of consumers, especially due to the raw material production process which is still carried out traditionally and manually. This obstacle can actually be overcome by implementing appropriate technology, especially in the early stages of raw material processing, which is not only able to speed up the production process but also increase overall work efficiency. The application of this technology is very crucial to support the development of creative and adaptive product innovations in order to continue to compete in an increasingly demanding market. This opinion is also in line with the research results of (Hasibuan dkk., 2024) and (Hasibuan dkk., 2024) which emphasizes that the integration of technology in the production process is a key factor in encouraging the creation of sustainable innovation in the creative industry sector, so that business actors can face market challenges more optimally and maximize the growth potential of their businesses.

CONCLUSION

The implementation of product innovation strategy in the creative bamboo weaving industry UD. Putri Ragil has proven to be able to increase competitiveness by improving product quality, diversifying designs, strengthening brand image, and optimizing social media for marketing. This innovation has a direct impact on increasing sales, expanding the market, and craftsmen's skills. Despite facing obstacles such as limited human resources, climate change, and minimal government support, business actors are able to adapt through training and utilization of social capital. Thus, product innovation is a key strategy in driving business sustainability and growth.

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