



Social Media Content Production Training for Umbrella Craftsmen Tanjung Village

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Abstract

The painted umbrella craft (payung lukis) of Tanjung Village, Juwiring District, Klaten Regency is a cultural heritage that has developed since the 1960s and serves as the primary identity of the local community. However, this great potential has not been optimally utilized, particularly in terms of digital promotion. Limited community knowledge about social media usage and the absence of human resources to manage Tanjung Village's digital accounts are the main obstacles in attracting tourist visits. Additionally, the younger generation's declining interest in preserving the umbrella craft threatens the continuity of this tradition. In response to these challenges, this community service activity was designed to enhance the digital capacity of Tanjung Village through social media content production training. The implementation methods included field observation, workshop material preparation, and the execution of the PAYUNG GEMAS Workshop (Training for Active Young Generation in Social-Media), covering topics such as digital marketing, basic photography and videography techniques, graphic design, and video editing. The workshop was held on September 7, 2025, at the Tanjung Village Office and was attended by approximately 20 participants from the local youth community. Evaluation through pre-test and post-test showed a significant improvement in participants' understanding, with the average score rising from 83.33 to 92.78. Score distribution became more uniform and the number of low-scoring participants decreased noticeably. This proves that a training method combining material presentation and hands-on practice is effective in enhancing participants' understanding of digital marketing concepts.

1. Introduction

Tanjung Village, located in Juwiring District, Klaten Regency, Central Java, is known as a village of painted umbrella craftsmen. The majority of artisans, concentrated in Dukuh Gumantar, operate home-based to large-scale production centers. The painted umbrella craft of Juwiring has a deep cultural value, tracing its origins to the 1960s when local residents

began producing handcrafted umbrellas for royal funeral ceremonies before expanding into artistic decorative pieces inspired by nature and local culture (Simanungkalit et al., 2019).

Despite its cultural significance, this heritage faces two interrelated threats. First, the average age of artisans is 30 years and above, reflecting declining interest among younger generations in preserving the tradition (Kurnia, P et al., 2023). Second, the village's social media accounts remain largely inactive due to limited digital knowledge and lack of dedicated human resources to manage them (Akil et al., 2025). According to Ibu Mulyaningsih, Head of the Village-Owned Enterprise (BUMDES) Tanjung, these factors have hindered effective promotion and reduced tourist visits (Diwyarthi, 2023).

Previous studies on rural community digital empowerment suggest that participatory training combining theoretical knowledge with practical skills significantly improves digital literacy outcomes (Ainun et al., 2014). This community service activity therefore aimed to bridge the digital gap in Tanjung Village by delivering a structured social media content production workshop targeting local youth.

2. Methods of Implementation

The implementation of this community service activity followed three main stages: (1) field observation, (2) workshop material preparation, and (3) workshop execution. In the observation stage, direct interviews were conducted with community partners to understand the current state of social media usage and the village tourism program that had not been optimally realized. This stage determined the frequency and duration of the workshop sessions required (Triyono, A., & Meidita, S. A., 2023).

Workshop material preparation focused on two key themes: (1) the use of social media as a digital marketing tool, covering topics such as introduction to digital marketing, social media platforms, marketing strategy, content planning, and trends; and (2) content production techniques, including basic photography and videography, graphic design application usage, video editing, and team collaboration management.

The workshop, titled PAYUNG GEMAS (Pelatihan Generasi Muda Aktif Bermedia Sosial / Training for Active Young Generation in Social-Media), was conducted in person at the Tanjung Village Office on September 7, 2025. Promotional outreach was carried out through printed posters distributed in the village and digital posters shared via WhatsApp. Evaluation

was conducted using pre-test and post-test instruments to measure participants' knowledge before and after the training.

3. Results and Discussion

3.1 Implementation Stage

The PAYUNG GEMAS Workshop was held on Sunday, September 7, 2025, from 09.00 to 12.00 WIB at the Tanjung Village Office, Juwiring, Klaten. The event was attended by approximately 20 young participants from Tanjung Village. The workshop carried the theme “Peningkatan Customer Engagement Melalui Strategi Digital Marketing” (Enhancing Customer Engagement Through Digital Marketing Strategy).

Material was presented by team from the Communication Studies and Management programs of Universitas Muhammadiyah Surakarta (UMS). Topics covered included: an introduction to digital marketing and its types, how to register a store on e-commerce platforms (Shopee), and tips and techniques for creating social media content. Beyond theoretical presentation, participants engaged in direct hands-on practice by creating social media content using the traditional painted umbrellas produced by local artisans as the subject matter.

Participants were divided into three groups, each free to express their creative ideas in producing content. Active participation was evident throughout the session, as demonstrated by the high volume of questions raised during the material delivery.



Figure 1. The community service team presented the material



Figure 2. Tips and techniques for creating social media content presented by team member

3.2 Pre-Test and Post-Test Analysis

Evaluation of participant learning was conducted using pre-test and post-test instruments administered before and after the workshop respectively. Pre-Test Results: The average pre-test score was 83.33 out of 100, with a score range of 10–100 and a median of 100. While most participants scored high, there were still a few who obtained low scores, including as low as 10 points, indicating varying levels of prior knowledge on digital marketing topics.

Post-Test Results: Following the workshop, the average score increased to 92.78 out of 100, with a narrower score range of 30–100. The median remained at 100, and the distribution of scores became more concentrated at the higher end (100 points). The number of participants obtaining low scores decreased significantly.

Table 1. Pre-Test and Post-Test Score Comparison

Indicator	Pre-Test	Post-Test
Average Score	83.33	92.78
Median	100	100
Score Range	10–100	30–100

Source: Primary Data, Workshop PAYUNG GEMAS, 2025

The data indicate a significant improvement in participants' overall comprehension following the workshop. The combination of theoretical material delivery and practical content creation exercises proved effective in deepening participants' understanding of digital marketing concepts. This outcome aligns with participatory learning theory, which posits that active involvement in experiential tasks accelerates knowledge acquisition and retention (Diwyarthi, 2023).

The workshop not only provided theoretical knowledge but also motivated participants to directly apply their newly acquired digital skills in developing the umbrella craft industry of Tanjung Village on a sustainable basis. The activity also contributed to raising awareness about the importance of preserving the painted umbrella heritage among younger community members.

4. Conclusion

The PAYUNG GEMAS Workshop successfully improved the digital marketing literacy of young residents in Tanjung Village, as evidenced by the increase in average scores from 83.33 (pre-test) to 92.78 (post-test). The participatory approach, combining material presentation with hands-on content production practice using the village's iconic painted umbrellas as the subject proved to be an effective method for building digital competencies in rural community settings.

Going forward, it is recommended that Tanjung Village establish a dedicated team of young digital content creators to sustain the social media presence of the village's tourism program. Further workshops covering advanced topics such as paid social media advertising, analytics, and e-commerce management are also encouraged to deepen participants' capabilities and expand the market reach of local products.

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