

Learning Creative Economy Empowerment through Optimizing Media Digital and Utilizing Inorganic Waste to Become Batik Patterned Chairs

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Abstract

The aim of this assistance is to provide learning of training and assistance in optimizing digital marketing media through social media, such as Instagram, websites and Facebook. The second is to provide training and assistance in utilizing inorganic waste to make chairs with local batik motifs in Indonesia, training and assistance in introducing local batik in Indonesia as a brand in promoting batik patterned chair products. The method used Asset Based Community Development (ABCD) by maximizing asset potential. The results of this mitigation have achieved the target, that refers to low and medium hanging fruit, the subject of mitigation is the Waste Bank Community and Members of Pagar Nusa Metro City, the Waste Bank Community and the surrounding community have understood the condition of Smapah in Metro City and the risks or impacts arising from the pile up. Garbage is increasingly piling up in Metro City. The second is the reducing subject to understand theoretically and practically how to use inorganic waste such as aqua bottles, cloth, plastic into sofas or chairs with batik motifs. The third target is that Instagram business account owners can optimize and utilize digital media, such as Instagram as a one of the platforms for online digital marketing. At this stage, business Instagram users or marketing subjects understand how to optimize various features on Instagram and strategies for using those features, such as optimizing business Instagram profiles, determining posting schedules, optimizing hashtags, creating interesting content, creating contact and email buttons, or website, Optimizing Insights and Instagram stories, Optimizing Ads or Advertisements on Instagram.

Keywords: Optimizing Media Digital, Utilizing Inorganic Waste, Learning Creative Economy

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INTRODUCTION

Waste cannot be separated from human life. Because almost all production and consumption uses plastic. Although some organizations like Ocean Plastic Organization and International Maritime Organization has announced the use of environmentally friendly containers or packages as an alternative to plastic (inorganic waste) (Maciej Serda et al., 2020; Pramudianto, 2019; Widagdo & Anggoro, 2022)(Marcus Haward, 2018).

Director of Waste Management, Ministry of Environment and Forestry (KLHK), Dr. Novrizal reported that waste in Indonesia since 2019 has reached 69.8 million tons per year, of which 20% is inorganic waste (plastic, aqua bottles, etc.) (Helena Juliana Kristina, 2020). So far, waste management in urban areas, such as in metro cities, has also been inefficient and ineffective because waste management is centralized. For example, all rubbish in the metro city is disposed of at the Final Waste Disposal Site (TPAS) in the Karangrejo area, Kec. Metro North. What is very sad is that the amount of rubbish per day reaches more than 200 cubic meters (Tribun Lampung, 2020). Head of TU UPT Karangrejo Subdivision, Indra Kurniawan also reported that around 40 vehicles come in and out every day to dump rubbish at the TPAS, even though the final waste disposal area here is already 7 hectares (Interview, Indra Kurniawan, Head of TU UPT Karangrejo Subdivision, 24 August 2021). Apart from that, Rudi, one of the Karangrejo residents, stated that the accumulation of rubbish that has occurred to this day has no alternative to reduce it, in fact the 7 hectare land area needs to be expanded (Interview, Rudi, Karangrejo Metro Utara Community, July 2021).

In fact, if there is a large waste management effort at the smallest neighborhood level (RT or RW), or involving young men and women, by turning it into useful items, then at least the volume of waste can be reduced and reduced. Apart from that, the implementation of the Waste Bank program in Metro City also only relies on customers and collectors, where customers collect waste that is suitable for use and then sell it to collectors (Interview, Widyastuti, –Trash Bank Community in Metro City, August 2, 2021). Where the program is carried out only stagnant, there is no innovation and creativity in building the mindset of its citizens waste management independently, and relying on Collectors. Another problem encountered is the lack of knowledge of digital media technology in marketing in marketing chair products made from inorganic waste. Several alternatives such as the Waste Bank system which has been implemented in several regions (Sri Widyastuti et al., 2020), which are considered as an integrated system for handling waste are also deemed not optimal.

So, appropriate waste management needs to be supported by an understanding of digital marketing media such as the use of Instagram, Facebook, websites, etc. so that it has appeal and of course there is a need to strengthen local wisdom, namely introducing local batik in Indonesia which is attached to batik-patterned equipment in its use. recycling inorganic waste. The assets of involvement of NU residents, especially the Waste Bank community, and Pagar Nusa members have integrated well in the North Metro District. This community has made chairs from inorganic waste which are then used and some are bought and sold. However, there is no optimal digital marketing management touch, such as digital marketing via Instagram, website, FB, etc.). Apart from that, there needs to be innovation in strengthening local wisdom, namely batik patterned chairs in the use of inorganic waste. So that the renewal of existing products has good artistic qualities and will have an impact on the marketing of the product.

Observation results from infrastructure and natural mapping assets in the North Metro sub-district also have great potential, such as the availability of irrigation channels, meeting buildings, asphalt road access, mosques, patrol posts, schools, police stations, posyandu, markets, campuses, etc. (Observation results, July 2021, North Metro District). Apart from that, the Bank Smpah and Pagar Nusa communities also carry out routine savings and contribution activities to carry out activities in the environment to strengthen the relationship between their communities. Here the facilitator sees that there is potential to utilize waste as an alternative in making reduce volume of waste, at the final waste disposal site (TPAS) in Karangrejo, Kec. Metro North. The Pagar Nusa Movement is an organization under the auspices of Nahdlatul Ulama which has a youth, populist, Islamic and national character. And is able to maintain its existence and encourage the acceleration of social mobility (Hairus Salim, 2020). Because an important element in

achieving success is having a creative nature as one steps to become a useful and contributing person (1El Manan, 2010).

Referring to the problems above, there is a need for assistance by utilizing potential assets, both individual assets, infrastructure and nature. Some of the assistance that will be provided is the first, training and assistance in optimizing digital marketing media through social media, such as Instagram, websites and Facebook. The second is training and assistance on the use of inorganic waste to make chairs with local batik motifs in Indonesia, training and assistance on the introduction of local batik in Indonesia as a brand in promoting batik patterned chair products.

Referring to the problems above, there is a need for assistance, namely, firstly, training and assistance in optimizing digital marketing media through social media, such as Instagram, websites and Facebook. The second is training and assistance on the use of inorganic waste to make chairs with local batik motifs in Indonesia, training and assistance on the introduction of local batik in Indonesia as a brand in promoting batik patterned chair products.

Theoretical Review

Remains of unwanted material, which is the end of a process resulting in a buildup of waste. This waste of course comes from several products which are classified as organic waste and inorganic waste. Organic waste, which comes from organic materials, such as pieces of wood, twigs, grass leaves, vegetables is a type of waste that can be broken down by bacteria quickly. This type of waste is relatively easy to destroy. Inorganic waste, which comes from plastic, iron, cans Glass is a type of waste that cannot be decomposed or degraded by microorganisms for years.

Based on the ability to be decomposed by nature, waste can be divided into two types, namely Biodegradable and Non-biodegradable (Otto S. Kluin et al., 2013). Waste which in biological processes can be completely broken down both aerobically and anaerobically is Biodegradable (Ghai et al., 2022; Kluin et al., 2013; Peng et al., 2022). Examples are plantation waste, kitchen waste, student – animal waste, and agricultural waste. Meanwhile, waste which cannot be decomposed in biological processes, namely Non-biodegradable (Rahman & Bhoi, 2021; Velvizhi et al., 2020). This type of waste is divided into two, namely Reyclable and Non-reyclable. Waste that has use value and can be reprocessed and has economic value is a type of Reyclable, such as plastic, clothing and paper. Meanwhile, waste that cannot be processed, has no economic value and cannot be changed is a type of Non-reyclable, like carbon paper, tetra packs, dan thermo coal. In this service, inorganic waste is used to create works of art. Lampng batik motif chairs. So that waste that cannot be decomposed can be used to make beautiful works of art.

Creative Economy Theory

A concept in utilizing resources, in realizing economic benefits continue Creativity-based is a creative economy concept. Utilization of these resources is not only non-renewable but also talent, creativity, talents, ideas or notions. Shifting The economic value in this millennium era is certainly different from the industrial era, because it is no longer determined by raw materials or systems production, but more about utilizing creativity and innovation through technological developments. Purnomo, a creative economics expert, stated that there are three main points that form the basis of creative economics, namely creativity, innovation and discovery (Rohmat Aldy Purnomo, 2016).

Creativity (Creativity)

The ability or capacity to produce something unique, or also in the form of a new or practical idea as a solution to a problem is the definition of creativity. Innovation (Innovation)

Ideas or ideas for utilizing existing discoveries to produce a product and produce added value are the definitions of creativity.

Invention(Discovery)

Invention is more specialized in creating an idea or idea that has never existed before, has a work that is unique, unique and has never been known before. In the creative economy, it is said that the main capital for a person to have a business is not just using money or a network, but tenacity, creativity and enthusiasm in making something happen independently.

METHOD

The subjects of this assistance are the waste bank community, members of the Nusa fence and several communities in Karangrejo Metro Utara. This assistance prioritizes the utilization of potential and assets that already exist in the community. To be able to implement the mentoring program, the steps used in this mentoring activity are ABCD asset based community development.

This mentoring also involves various stakeholders to support the program in implementing the mentoring program. Multi The stakeholders involved include members of Pagar Nusa Metro City, the waste bank community, the village head, the RT, (Baitul mal Wat Tamwil), religious leaders, participating students, experts, etc. Apart from that, the members of the Nusa fence also carry out routine savings and contribution activities to carry out activities in the environment to strengthen the relationship between the community. And various infrastructure and adequate facilities also support this place. With the synergy of cooperation multistage holders, It is hoped that it can accelerate empowerment activities so that the targets to be achieved will be realized optimally.

There are several stages used in asset-based community development assistance activities including:

1.Inculturation

There are process activities meeting with the subject of assistance (Asset) directly, namely

- There is a waste bank community that has been realized in the district. Metro north
- There are waste utilization activities even though they are not optimal
- There are mutual cooperation activities involving the local community.
- There is participation and effectiveness of NU residents, Pagar Nusa members, Ansar in several Ke Nu-an activities or events
- There are various types of inorganic waste that are easily available in Karangrejo Metro Utara
- Availability of abundant infrastructure assets, facilities and natural assets such as internet access, meeting buildings, mosques, asphalt roads, patrol posts, schools, institutions (campus), Final Waste Disposal Site in the Karangrejo area, Kec. North Metro, river, etc.

2.Discovery

There is enthusiasm and consistency in the waste bank community and the community, Pagar Nusa members, in fostering innovation and creativity in carrying out their activities.

3.Design

This planning stage has the aim of understanding in improving skills in recycling inorganic waste into chairs that have sales value and aesthetic value (with batik motifs), in addition to having independence in utilizing inorganic waste, and not depending on waste collectors. Some planning steps from the facilitator include;

- Make observations by exploring the dreams that exist in society by maximizing the potential of natural, individual, social and facility assets. The facilitator also conducted appreciative interviews with the waste bank community, the public, members of Pagar Nusa, etc. in the Karangrejo metro north sub-district.

-Move and collaborate with Multi stake holders include members of the Nusa Kota metro fence, waste bank community, village heads, neighborhood residents, (Baitul mal Wat Tamwil), religious leaders, participating students, experts, etc. So with the involvement of multi-stake holders, It is hoped that it can accelerate empowerment activities so that the targets to be achieved will be realized optimally.

-Establishing effective communication with these social groups together by uniting the vision and mission by utilizing potential assets by holding group discussion forums to develop mentoring training programs.

-Implementation of assistance in optimizing digital marketing media through social media, such as Instagram, websites and Facebook. This activity invited resource person Andi Noviandi, M.Pd

-Implementation of assistance in utilizing inorganic waste into chairs with local batik motifs in Indonesia. As well as introducing local batik in Indonesia as a brand in promoting batik patterned chair products. This implementation invited resource person Suhono, M.Pd.

-Evaluation of the implementation of mentoring

4. Define

Monitoring and evaluation is carried out by the community by utilizing existing activities within the community, including mutual cooperation activities involving the local community, NU activities such as yasinan, meeting / offering activities at activities carried out by Pagar Nusa members, and the surrounding community.

RESULT AND DISCUSSION

Digital Marketing in Indonesia is using digital channels such as social media, Google, email and websites to promote products or services to consumers in Indonesia. These channels allow businesses to reach large numbers of potential customers quickly and cheaply, making digital marketing an important part of the marketing strategy for many companies in Indonesia. Some digital marketing tactics that are popular in Indonesia include Search Engine Optimization (SEO), social media advertising, content marketing, and email marketing. As with any marketing strategy, it is important for businesses to plan and execute digital marketing promotions carefully to be successful in running the business. Social media outreach for sales is very beneficial for several reasons. First, it can give entrepreneurs a better understanding of how to use social media in promoting their products or services. The scope is creating interesting content, increasing followers, and using social media advertising. Second, outreach can help entrepreneurs know the latest trends and best practices in the world of social media marketing, which can help them improve their strategies and stay ahead of the competition. Next, outreach seminars can also give entrepreneurs the opportunity to network with other sellers and learn from their experience and expertise. Overall, attending seminars on social media for sellers can be a valuable investment in business success. The importance of digital and social media in the business world means that digital marketing training needs to be provided to the public.

Figure 1
Digital Marketing Media Assistance Activities



At the training on December 12 2022, the facilitator invited speakers in the field of Digital Marketing and Regional Potential Development, namely Mr. Andi Noviyandi, M.Pd and was also attended by several members of the waste community. This activity discusses digital marketing in the business world and also the need for social media in marketing a product. In this initial activity, Mr. Andi Noviyandi, M.Pd was a speaker in the field of Digital Marketing and also developing regional potential. In his material he emphasized regional economic development in an effort to improve the welfare of the people in an area through increasing economic activity. This can be done by expanding employment opportunities, improving the quality of local resources, and developing potential economic sectors in the area. Regional economic development can also be carried out by strengthening existing economic sectors, such as agriculture, fisheries, tourism, etc the potential for waste to become economic value. Thus, regional economic development can help improve the welfare of people in the region, as well as strengthen the national economy as a whole.

Figure 2
Digital Marketing Media Assistance Activities



Next, Mr Andi Noviyandy, M.M. Provide material about "Digital marketing as a marketing strategy that uses digital technology such as the internet, social media and

mobile devices to reach and communicate with customers. The aim of digital marketing is to increase brand awareness (customer interest in the brand) and increase sales of products or services. Digital marketing can use various methods to achieve these goals, such as sending marketing emails, creating advertisements on social media, or optimizing websites to get higher rankings on search engines like Google.

In his material he also explained that Instagram social media is a very complete medium for marketing a product. Instagram is one of the most popular social media platforms today, and is widely used as a marketing tool by various companies. Here are some of the advantages of Instagram as a marketing medium: Wide reach: Instagram has more than 1 billion monthly active users, which means that companies can reach a wide audience through this platform. Visual features: Instagram is a visual platform, so it is very suitable for promoting products that have high aesthetic value. Companies can use photos or videos to attract customers' attention and increase interest in their products.

Ease of use: Instagram is very easy to use, even for those who are not familiar with technology. This makes it a beginner-friendly platform, so companies can easily start their marketing strategy on Instagram.

Interaction with customers: Instagram has features such as comments and DM (direct messages) that allow companies to communicate directly with their customers. This is very beneficial for building warm relationships with customers and understanding their needs. Paid advertising: Apart from using organic content, companies can also promote their products through paid advertising on Instagram. This allows companies to specifically target audiences based on location, age and interests, thereby increasing marketing effectiveness.

Figure 3

Giving door prizes to supporting parties



This mentoring activity took place in a conducive manner, the resource persons also gave door prizes to the mentored parties in the form of books about digital marketing and entrepreneurship. "This book has become the main reference for students in the Entrepreneurship Course," said Mr. Andi Noviandi as resource person in this activity.

In the mentoring program for utilizing inorganic waste into batik patterned chairs, there are 3 important things that are part of the process in implementing this mentoring, the first is providing an understanding of the concept of recycling and inorganic waste, the second is training on the use of inorganic waste into batik patterned chairs, and the third is training in the use of digital media, such as Instagram as a platform for online digital marketing. This activity will take place on December 20 2022, by bringing in the resource person Mr. Suhono, M.Pd.

In this training the facilitator invited stake holders, Deputy Chair of the LP3M Ma'arif Islamic Institute, NU Metro Lampung, members of Pagar Nusa Metro City, as well as youth in the local area. This activity discusses understanding the concept of recycling and the condition of inorganic waste in Metro City as well as training on the use of inorganic waste to make batik motif chairs. This activity also introduces local batik in Indonesia as a brand in promoting batik patterned chair products.

In this second activity, Mr. Suhono explained that from experience and information, many residents of Metro City and outside Metro City deliberately throw rubbish in plastic packages in random places on various empty lands in Metro City. Residents intentionally dumped rubbish on Jalan Imam Bonjol, on the edge of the bridge. Similar rubbish dumping also occurred on the Jalan Veteran bridge bordering Metro City—Central Lampung. In fact, residents also deliberately throw rubbish in irrigation canals, so that it piles up in dams which are usually under bridges.

He explained that waste is a serious problem for an urban area. Imagine how many tons of waste a day is produced, both household waste and production waste. If we don't make it a habit to throw rubbish in its proper place, this can lead to a dirty and unhealthy city.

Various types of rubbish ranging from food waste, plastic bags to animal waste were seen strewn on the side of the road around the illegal landfill site near the river bank. It looks like the pile of rubbish hasn't been picked up for a long time. The lack of awareness of the local community and the local government's lack of attention to the importance of cleanliness seems to be one of the factors causing the accumulation of rubbish at this location. Ironically, there has been no action by either the community or related parties to clean up the rubbish. In fact, if it is allowed to drag on, it could become a source of disease for local residents. Moreover, now we have entered the rainy season. It is hoped that Lampung Metro Government officials can be more sensitive and take to the field so that this problem can be resolved as quickly as possible. So he explained that this assistance could be used as an alternative in reducing or reducing waste in metro cities.

Inorganic waste is a type of waste that comes from inorganic materials where the process and manufacture uses technology. As inorganic waste, of course this waste cannot be broken down naturally

in the soil, even if it can decompose it takes a very long time. When the waste is in the ground, it cannot be integrated into the soil for years.

Nowadays, inorganic waste is something that causes a lot of problems. We can see directly the impact, namely flooding. This rubbish that cannot decompose in the soil and is deliberately thrown away carelessly is certainly the main cause of environmental damage which will clog waterways and rivers.

Even though it is a source of damage to the environment, this inorganic waste can be something valuable if you know how to process it properly. Proper processing of it will reduce the threat of damage to the surrounding environment.

There are many benefits that can be gained from processing this inorganic waste, for example by recycling. Its use is very useful and is often used by humans, such as:

1. Handicrafts

Many people in Indonesia have creative ideas for getting hidden benefits from inorganic waste. One of them is by making various handicrafts or handicrafts.

These types of handicrafts come from waste that cannot be broken down into the soil. Being a handicraft item, this waste has high economic value so it can develop a large business.

2. Manufacture of recycled materials

The use of inorganic waste for recycling materials is usually from waste originating from plastic. The plastic waste is then collected and recycled. Recycling plastic waste will

certainly reduce the accumulation of non-decomposable waste in the soil to some extent. By recycling this waste, it will have a positive effect on the environment around you.

3.Reuse or reusable

The term reusable is an action to use various inorganic waste. The rubbish is no longer used

Moreover, it doesn't need to be thrown away so it doesn't become waste that pollutes the surrounding environment. It can be reused without having to be thrown away, like used electronic cardboard. If these boxes are thrown away, they become rubbish that cannot be broken down so it will disturb the environment around you.

It can be used for other purposes, so that the cardboard does not become waste because it has important benefits for other human needs.

4.Used for children's toys

Of course this is an exciting thing for those of you who have small children. It turns out that this inorganic waste can also be used for toys. You can do this, for example, by making a windmill from used drinking glasses or making cars from plastic bottles.

Very useful, right? Apart from that, it also helps to prevent the accumulation of inorganic waste and is very good for making savings in terms of buying children's toys, the prices of which are getting higher and higher.

The next stage is to assist in the use of inorganic waste, such as aqua bottles, plastic, used cloth, etc. There are several stages in making batik motif chairs made from used items such as aqua bottles, used cloth, used plastic, used cardboard. At this stage the author will provide steps on how to make batik motif chairs and marketing management using digital marketing (online shoop), Instagram Business/

Figure 4
Stages of Designing Used Bottles, Used Cloth and Plastic



At this stage, the facilitator and assisted parties prepare used bottles, which have been cleaned and several pieces of inorganic waste cloth. The use of used aqua bottles to make batik motif chairs has not been widely used, especially by MSMEs, so this can make a difference from other businesses. The used bottle chosen for the chair is a 600 ml bottle. Facilitators in this service have invited members of Pagar Nusa Metro City and the surrounding community to collect used goods which are considered still usable, such as

used Aqua Bottles, Used Cloth, Used Cardboard, plastic and several tools such as duct tape, scissors, 3 colored pilok, batik motif cloth, etc.

At this stage the facilitator and assisted members have selected and prepared all the items, such as used Aqua Bottles, Used Cloth, Used Cardboard. And several tools such as duct tape, scissors, 3 color pilok, batik motif cloth, etc. For some of the chair motifs that have been made, this certainly influences the number and layout of the arrangement of the chairs. The more curves the chair motif has, the more bottles will be used, and of course the level of difficulty in arranging the bottles. In this initial stage, to make 1 chair, 100 – 300 used bottles are needed, and in implementing this program the facilitator has made 6 motifs of different chair shapes and batik motifs of different appearances.

Figure 5

Stages of Making a Sofa / Chair Frame from Used Bottles, Used Cloth and Plastic



A collection of aqua bottles were then filled with pieces of used cloth and some plastic. The cloth that the facilitator prepares is cloth that has been clean through a series of stages such as washing, drying and cutting. In this implementation, the amount of used cloth needed to make 6 chairs is around 20 kilo grams and the plastic used is 5 kilo grams. The function of this used cloth and plastic is to compact the aqua bottle so that the durability and density of the bottle to be used can be guaranteed. coupled with several other bottles. In this context. The facilitator and assisted subjects took around 4 hours to prepare, arrange the bottles, until the frame of the chair was formed. Starting from cutting fabric, plastic, to combining several bottle frames into the structure of the chair.

After all the fabric has been put into the used aqua, then the structure of the aqua parts is arranged based on the chosen framework. At this stage, the facilitator and assistants use clear duct tape to tie the bottle frame. For one chair that has been made, you need 1-2 clear duct tape. Then, after everything was put together, the assisted subject prepared some cardboard and foam to compact the upper structure of the chair. The function of compacting the upper structure of the chair is to make the chair feel comfortable and elegant. Adding foam and cardboard is also added with duct tape, which is then tied to all parts of the foam and cardboard. So you can see the structure of the chair as a whole.

Figure 6 Designing a Batik Motif Sofa / Chair



After the assisted subject has finished making the chair structure, the next step is to make a batik motif. This activity also introduces local batik in Indonesia as a brand in promoting batik patterned chair products. He explained. At this stage, the assisted subjects and facilitators create 3 different and unique batik motifs. First, use pilok media; Black, white and golden yellow. Batik cloth media, plain cloth media and batik image media. This process is something new in the batik making process because it uses pilok media which is different from the findings of several other researchers who used traditional written batik and stamped batik to write batik (Pitri, N. 2019; Sobirin, A. 2012;. Marisa, D. 2020). The process of making batik using pilok is very unique because it requires special skills. At this stage the facilitator and assistants determine the size of the cloth to be used, by using cloth with a 2 color pattern. Pink and Black. Then in the process, spray the pilok into the form of the batik motif that has been made.

Some of the targets that have been achieved in this assistance include referring to low and middle hanging fruit, The assisted subjects, namely members of Pagar Nusa Metro City and the surrounding community, have understood the condition of Smapah in Metro City and the risks or impacts arising from the increasing piles of rubbish in Metro City. The second is that the assisted subject understands theoretically and practically how to use inorganic waste such as aqua bottles, cloth, plastic into sofas or chairs with batik motifs, from stages 1. sorting bottles, cutting plastic, used cloth, 2. designing used bottles, Used Cloth and Plastic, 3. Stages of Making a Sofa / Chair Frame from Used Bottles, Used Cloth and Plastic 4. Designing a Batik Motif Sofa / Chair. The third target is that Instagram business account owners can optimize and utilize digital media, such as Instagram as a platform for online digital marketing. At this stage, business Instagram users or assisted subjects understand how to optimize various features on Instagram and strategies for using these features, such as optimizing business Instagram profiles, determining schedules.

Posts, Optimizing Hashtags, Creating interesting content, Creating contact buttons and emails, or websites, Optimizing Instagram Instagram posts and stories, Optimizing Ads or Advertisements on Instagram.

Some of the unique findings in this assistance include that the process of designing chairs with batik motifs uses pilok media, which is different from the findings of several previous studies in which batik writing uses traditional written batik and stamped batik (Pitri, N. 2019; Sobirin, A. 2012;. Marisa, D. 2020). The process of making batik using pilok is very unique because it requires special skills. At this stage the facilitator and assistants determine the size of the cloth to be used, by using cloth with a 2 color pattern. Pink and

Black. Then in the process, spray the pilok into the form of the batik motif that has been made.

The second finding is that the shape of the chair frame made from inorganic waste material has its own uniqueness, such as a heart-shaped chair frame, which has a philosophical meaning of love, a chair frame with a broken heart pattern, a chair frame with a rectangular pattern, and a chair frame with a backrest frame. After reviewing several existing research findings that many entrepreneurs make chairs only in the form of round frames (Sengkey, S. S., Sutiono, D. R., Gunawan, J., & Kusumarini, Y. 2020), it is even very rare to find ones that use bottles. old tires into chairs with batik motifs (Putra, F. P. G. (2013), did not modify the chairs with a unique frame as was done by the facilitator in assisting the members of the Nusa fence. Several recent findings on the subject of assistance only focus on the use of used tires to make chairs with one motif only (reclining chair frame) Faris Lismana, H. P., Hadi, A. R., & Ikhwan, M. N. Kurma Mini Babe, (2018), or improving home industry through used tires (Sudarso, A. P., Maulana, H. S. R., Indrawan, Y. W., Barsah, A. , & Sudiarto, S. (2020). Or several other findings that use wood as a frame for making sofas (Naimah, R. J., Hawinuti, R., Firdaus, M., & Gazalie,R. 2020). And of course the use of materials such as used tires and wood to make chairs or sofas is very common, and is used by craftsmen to make chairs, and is very different from the findings of researchers who use unorganic waste to make chairs that have batik motifs and varying chair frames. Apart from that, this finding also provides benefits by reducing waste residue unorganic in the metro city, by recreating the waste into batik patterned chairs.

The third finding from this assistance is that the implementation of community service has integrated the use of social media, such as Instagram as an online market. By taking advantage of opportunities during the Covid-19 pandemic, the assisted subjects have been creative in buying and selling products, including chairs/sofas with batik motifs via Instagram. This is different from the findings of other researchers who did not optimize opportunities in the Covid-19 pandemic era through online markets (Pakpahan, A. K. 2020; Komara, B. D., et all, 2020; Andika, R., et al., 2020; Amri, A. 2020) ..which has an impact on decreasing sales of goods.

The assistance that has been provided has had an impact on Instagram Business as a powerful tool for marketing Lampung batik patterned chairs because Instagram has a large and active user base, especially among the younger demographic. Even though this assistance was carried out for 1 month, the assisted parties already understand how to use digital media, Instagram as one of the branding media for Lampung batik motif chairs, which come from inorganic waste materials.

The Instagram used is very effective for visually marketing products such as Lampung batik patterned chairs, because this platform focuses on sharing photos and videos. Here are some potential benefits of using Instagram for marketing:

1.Reach targeted audiences: Instagram allows you to target specific demographics and interests through hashtags and sponsored posts. Chairs with Lampung batik motifs will be able to be purchased by people outside Lampung even though production is carried out in Metro Lampung.

2.Visually appealing content: Instagram is a visual platform, so it's a great way to showcase your products or services through beautiful and interesting photos and videos. Product images of Lampung batik patterned chairs and also aesthetic videos will help in sales.

3.Engage with your audience: Instagram's features, like the ability to like, comment, and share posts, make it easy to connect with your audience and build relationships. It will be easier in marketing and interaction between producers and consumers.

4.Increase brand awareness: By consistently posting high-quality content and using relevant hashtags, you can increase your visibility on the platform and get in front of potential customers.

Overall, Instagram can be an effective marketing tool if used correctly. It is important to create a strategy and post engaging content regularly to get the most out of the platform.

CONCLUSION

The targets that have been achieved in this assistance include: low and middle hanging fruit, The assisted subjects, namely the Waste Bank Community and Pagar Nusa Metro City members, the Waste Bank Community and the surrounding community, have understood the condition of Smapah in Metro City and the risks or impacts arising from the increasingly accumulating piles of waste in Metro City. The second is that the assisted subject understands theoretically and practically how to use inorganic waste such as aqua bottles, cloth, plastic into sofas or chairs with batik motifs. The third target is that Instagram business account owners can optimize and utilize digital media, such as Instagram as a one of the platforms for online digital marketing. At this stage, business Instagram users or assisted subjects understand how to optimize various features on Instagram and strategies for using those features, such as optimizing business Instagram profiles, determining posting schedules, optimizing hashtags, creating interesting content, creating contact and email buttons, or website, Optimizing Instagram Insights and stories, Optimizing Ads or Advertisements on Instagram.

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