

Empowering Housewives through Canang and Banten Trading Business Opportunities in Denpasar City

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ABSTRACT

This community service program aims to empower housewives joined in a canang and banten trading group in Denpasar City through strengthened business management, simple bookkeeping, and digital marketing. The activity was carried out with the "Canang Ayu" partner group, which has five members and operates a home-based enterprise supporting the daily and ceremonial needs of Balinese Hindu religious practice. Using a participatory method covering socialization, training, mentoring, monitoring, and evaluation, the team introduced simple cash-book recording, production-cost-based pricing, and the use of WhatsApp Business and Instagram for promotion and ordering. Preliminary results show improved partner understanding of separating business and household finances and of using digital platforms for marketing, although continued mentoring is still required for consistent bookkeeping and independent content management.

INTRODUCTION

Canang and banten are ritual offerings that hold spiritual, cultural, social, and economic value for the Balinese Hindu community. The Balinese regard the daily cost of preparing canang not as an economic burden but as an expression of gratitude and a means of maintaining balance in life (Rahayu et al., 2016). Demand for canang and banten is routine and increases sharply during religious holy days. In the context of urban life in Denpasar City, changing work patterns and residents' limited time have created a business opportunity for ready-to-use canang and banten that are practical, of good quality, and easy to order.

The partner group in this activity, the "Canang Ayu" trading group led by Gst Ketut Suciani with five members, is a productive micro-enterprise that still faces constraints in business management and marketing. On the management side, financial records have not been kept systematically, business and household finances are still mixed, and selling prices are not yet fully based on production-cost calculations, a common condition among Indonesian micro and small enterprises that limits their capacity to make sound business decisions (Lusardi & Mitchell, 2014). On the marketing side, promotion still relies predominantly on word of mouth and has not optimally used digital media, even though the adoption of social media by micro, small, and medium enterprises (MSMEs) has been shown to strengthen market reach when supported by adequate guidance (Pramuki & Cita Ayu, 2020). This condition echoes findings from a related Community Partnership Program for a banten-producing group in Badung Regency, which similarly identified an absence of digital marketing and cost-of-goods-sold calculation as the main obstacles to income growth (Sudarmini et al., 2023).

Based on this condition, the present community service program was designed to strengthen the partner's capacity through training and mentoring. The main focus of the activity is to improve simple financial bookkeeping, business management, digital marketing strategy, and an online ordering system. The program also supports the implementation of Merdeka Belajar Kampus Merdeka (MBKM) and the university's key performance indicators through student involvement in data collection, mentoring, documentation, and program evaluation.

IMPLEMENTATION AND METHODS

This activity was implemented with the "Canang Ayu" canang and banten trading group, located at Jl. Nangka No. 50, Dangin Puri, Denpasar City, Bali Province, and led by Gst Ketut Suciani with a total of five members. The implementing team consisted of three lecturers from the Faculty of Economics and Business, Universitas Warmadewa, together with two students who were involved as surveyors and field-implementation assistants, supporting data collection, activity documentation, attendance administration, and mentoring of the partner in completing the recording formats.

The method of implementation was participatory, positioning the partner as the main subject of the activity. Each stage was designed to address two priority problems faced by the partner, namely weak business management and suboptimal digital marketing. The stages of the activity consisted of socialization, training, appropriate-technology application, mentoring, monitoring, evaluation, and a sustainability plan, as summarized in Table 1.

Table 1. Stages of Community Service Program Implementation

No.	Stage	Description	Preliminary Output
1	Socialization and coordination	Conveying the objectives, scope, and schedule of the activity	Partner understands the program and agrees on the implementation schedule
2	Participatory meeting	Discussion with the partner to update priority problems and needs	A list of partner needs and mentoring focus is compiled
3	Business management training	Materials on capital management, separation of business and household finances, and cost calculation	Partner is able to use a simple cash-book format
4	Digital marketing training	Materials on the use of WhatsApp Business, Instagram, and online catalogs	Partner understands the function of digital media for promotion
5	Application of appropriate technology	Application of the simple bookkeeping format and digital promotion	Partner begins applying recording and digital promotion practices
6	Mentoring and monitoring	Periodic mentoring on transaction recording and promotion practice	Partner receives feedback and practical corrections
7	Evaluation and sustainability	Evaluation of achievements, obstacles, and further needs	Recommendations for program sustainability are compiled

Source: Progress report of the Community Partnership Program (2026).



Figure 1. Coordination and Discussion Session between the Implementation Team and the "Canang Ayu" Partner Group

RESULTS AND DISCUSSION

As of the preparation of this progress report, the program has entered the evaluation stage. Activities completed include coordination with the partner, a participatory meeting, re-identification of partner needs, simple financial bookkeeping training, an introduction to production-cost and selling-price calculation, and preliminary mentoring on digital marketing through social media and online ordering services. The progress of each stage, together with its implementation dates, is presented in Table 2.

Table 2. Progress of Community Service Program Implementation

No.	Activity	Status/Date	Progress Description
1	Introducing the team to the "Canang Ayu" trading group	Completed / 20 February 2026	The team conducted initial coordination with the partner; the partner expressed readiness to join the program
2	Participatory meeting with the partner	Completed / 20 February 2026	The team and partner discussed business conditions and priority problems on the management and marketing aspects
3	Business management and financial bookkeeping training	Completed / 11 July 2026	The partner received materials on separating business and household finances and began using a simple cash-book format
4	Digital marketing training	Completed / 11 July 2026	The partner was introduced to the use of WhatsApp Business and

			Instagram as promotional media
5	Application of appropriate technology	Completed / 25 July 2026	The team assisted the partner in applying the simple recording format and the digital promotion plan
6	Monitoring and evaluation of achievements	Completed / 4 August 2026	Monitoring was conducted on the consistency of recording and promotion practice
7	Publication of the activity	In progress	Media publication, activity video, and community service article are being prepared

Source: Progress report of the Community Partnership Program (2026).

Results on the Business Management Aspect

The activity on the business management aspect provided the partner with an initial understanding of the importance of orderly business governance. Prior to mentoring, the partner had no systematic financial records, making it difficult to determine the amount of income, expenses, profit, and working-capital needs. Through training, the partner was guided to record daily transactions, separate business money from household money, and calculate the cost of raw materials, labor, and other components related to the production of canang and banten.

Preliminary results show that the partner has begun to understand that financial recording is not merely administrative but serves as the basis for business decision-making. Simple bookkeeping helps the partner identify the most frequently ordered products, estimate raw-material needs, avoid using working capital for consumptive purposes, and determine a more rational selling price. This is consistent with the broader finding that financial literacy meaningfully improves the quality of household and small-business financial decisions (Lusardi & Mitchell, 2014). Nevertheless, the consistency of recording still needs to be strengthened through continued mentoring, as the habit of recording transactions has not yet become a fully embedded business routine.

Results on the Digital Marketing Aspect

On the marketing aspect, the activity strengthened the partner's understanding of the importance of digital promotion in expanding market reach. Previously, product marketing depended mostly on the partner's surrounding network and word-of-mouth promotion. Through training and mentoring, the partner was introduced to the use of WhatsApp Business and Instagram as media for promotion, customer communication, product catalogs,

and order management, as illustrated in Picture 2, which shows the partner's canang and banten display integrated with a QRIS digital payment option.



Figure 2. Display of Canang and Banten Products Integrated with a QRIS Digital Payment Option at the Partner's Stall

Preliminary results indicate that the partner has begun to understand that canang and banten products can be marketed with a more attractive visual presentation, clearer price information, and a more organized ordering system. Digital media has the potential to help the partner reach consumers with limited time, such as private-sector employees, civil servants, and other workers. This finding is in line with a related community service program for a Banten ritual group in Badung Regency, which similarly found that structured digital promotion through social media platforms contributed to increasing sales after mentoring (Sudarmini et al., 2023). Remaining constraints include the partner's limited ability to consistently create promotional content, limited skill in taking product photographs, and the habit of recapitulating orders digitally.

Student Involvement

Students were involved in the activity as surveyors and field-implementation supporters. Their roles included assisting data collection, documenting the activity, supporting attendance administration, mentoring the partner in completing the recording formats, and helping prepare publication materials. This involvement provided direct community-based learning experience for the students and supported the implementation of MBKM through the practice of economic empowerment grounded in local wisdom.

Preliminary Outcome Achievement

Table 3. Preliminary Achievement of Community Service Program Outcomes

No.	Outcome	Target	Preliminary Achievement	Supporting Evidence
1	Improved partner understanding of financial bookkeeping	80% of partner members understand financial recording	Achieved	Daily cash-book format, income-expense records
2	Improved partner understanding	80% of partner members understand	Achieved	Social media account/catalog, sample

	of digital marketing	the use of social media		promotional content
3	Publication of the activity in print/electronic media	News article on the activity	Available	News draft and activity photos
4	Activity video on social media	Activity documentation video	Available	Collection of activity photos/videos
5	Article in a Sinta-indexed journal	Draft community service article	In progress	Article draft and activity data

Source: Progress report of the Community Partnership Program (2026).

Preliminary Budget Realization

Table 4. Preliminary Budget Realization of the Community Service Program

No.	Budget Category	Proposed Budget	Preliminary Realization	Percentage	Description
1	Wages and services	IDR 1,300,000	IDR 1,300,000	100%	Resource person/video
2	Technology and innovation	IDR 9,000,000	IDR 5,000,000	55%	Partner's innovation equipment
3	Training costs	IDR 3,600,000	IDR 3,600,000	100%	Participant consumption
4	Travel costs	IDR 2,700,000	IDR 2,150,000	80%	Activity transportation
5	Other costs	IDR 900,000	IDR 450,000	50%	IPR, journal, media
	Total	IDR 17,500,000	IDR 12,500,000	70%	

Source: Progress report of the Community Partnership Program (2026).

Constraints

During implementation, the team encountered several constraints. The partner's habit of financial recording still needs to be built gradually, as business transactions were not previously recorded routinely. Business and household finances remain at risk of being mixed, requiring further mentoring to establish the habit of separating business cash. The partner's ability to create digital promotional content, product photographs, and marketing captions still needs improvement. Online order management has begun to be introduced, but order recapitulation still requires a more practical and user-friendly format. Publication and community service article outputs still require the completion of documentation, evaluation data, and activity narratives.

CONCLUSIONS AND RECOMMENDATIONS

The implementation of the Community Partnership Program for Empowering Housewives through Canang and Banten Trading Business Opportunities in Denpasar City has shown progress in the initial stage of strengthening the partner's capacity. Activities focused on business management, simple financial bookkeeping, and digital marketing have given the partner an initial understanding of the importance of more orderly business governance and wider promotion. The partner has responded positively to the activity because the materials provided are relevant to their daily business needs.

Overall, the program has proceeded in line with the objectives and solutions designed in the proposal. However, the program's success still requires continued mentoring, particularly on the consistency of financial recording, the separation of business and household finances, the creation of promotional content, and the management of online orders. It is recommended that mentoring be continued until the partner is able to independently record income, expenses, and profit; that a product price list based on production cost and a reasonable profit margin be finalized; that the WhatsApp Business and Instagram catalogs be refined; and that a final evaluation, publication materials, and a complete community service article be prepared to fulfill the program's outcome targets.

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