

Marketing Communication of Bamboo Crafts in Garut Regency.

- **Author(s):** Santi Susanti ,Iwan Koswara ,Rachmaniar
- **Abstract:** Garut Regency is one of the bamboo crafts centers in West Java. The products include birdcages, woven, accessories, and home decor. This study aims to reveal the communication behavior of craftsmen in marketing bamboo craft products of Selaawi, Garut Regency. This study employs a qualitative methodology with a case study approach, seeking to explore and describe the craftsman's communication behavior in marketing bamboo crafts. Primary data gained through interviews with five bamboo craftsmen in Selaawi. Secondary data used were observations, study documents on bamboo commodities, photos, and other documents related to this research. The results showed that the craftsman's effort in marketing communication of the bamboo creative industry in Selaawi needs support from the local government. The craftsman's implemented marketing communication into an online and offline technique. It runs online via cell phone, WhatsApp, and Facebook, while offline effort is doing through exhibitions or face to face with potential buyers who come to Selaawi. WhatsApp is the primary choice in communication because it is relatively easier and efficient to do. From the stakeholders, the local government supports Selaawi's marketing communications as a bamboo handicraft center by holding various events, introducing it through social media, and planning to create a craft center, which will be related to the world of tourism. This research concludes that there is a need for synergy between local craftsmen and policymakers to support marketing communications for bamboo crafts in Selaawi, Garut Regency so that they are widely known.
- **Keywords:** bamboo crafts, Garut Regency, West Java