

INNOVATION COMMUNICATION IN BUILDING A SUSTAINABLE BAMBOO CRAFT INDUSTRY TO FULFILL ASEAN PRIORITIES ECONOMIC DELIVERABLES: A CASE STUDY OF STUDIO DAPUR

Rafellino Ovaldo¹, Siti Juhriah Novianty², Andika Witono³

LSPR Institute of Communication & Business, Indonesia

Corresponding author: andika.w@lspr.edu

ABSTRACT

To communicate an innovation is one of the main drivers of growth in the bamboo industry in order to be sustainable. Implementing innovative ideas into practice is a challenge, as every party such as production, designer and even stakeholders should have the same objectives on how to achieve the goals. Innovation communication is important to break the old paradigm and facing new challenges, misunderstanding has to be reduced, in order new products can be created. Moreover, it is one of the major catalysts behind new ideas and concepts taking root within an organization. Studio Dapur, a social enterprise, is doing in conjunction with the best bamboo artists to create a sustainable, mutual, and inclusive bamboo craft sector. This also supports Indonesia as the Chair of ASEAN 2023 where Indonesia wants to bring ASEAN into an area that has an important role for regional countries and the world, especially as a center of economic growth, engine of peace, and regional prosperity. To make this happen, three pillars of Priorities Economic Deliverables have been developed. As a result, effective innovation communication plays a crucial role in breaking old paradigms, overcoming challenges, and fostering the creation of new bamboo products. By embracing innovative ideas and involving multiple stakeholders, Studio Dapur sets an example for the industry and contributes to the economic growth, peace, and regional prosperity envisioned by ASEAN.

Keywords: Innovation communication, Studio Dapur, Bamboo craft, Sustainable business, ASEAN Priorities Economic Deliverables

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INTRODUCTION

The bamboo industry holds immense potential for growth and sustainability, but effectively communicating innovation within this sector is crucial to unlocking its full potential. By translating innovative ideas into practical solutions, various stakeholders, including production teams, designers, and stakeholders, must align their objectives to achieve common goals. Innovation communication plays a vital role in breaking old paradigms,

overcoming challenges, and reducing misunderstandings, ultimately leading to the creation of new and exciting bamboo products. Moreover, it serves as a catalyst for nurturing fresh ideas and concepts within organizations.

Studio Dapur, a social enterprise, has partnered with skilled bamboo artists to foster a sustainable, mutually beneficial, and inclusive bamboo craft sector. Their primary objective is to reintroduce the advantages of bamboo crafts to modern society, which has

largely become unfamiliar with this environmentally favorable natural commodity. This initiative aligns with Indonesia's role as the Chair of ASEAN 2023, where the country aims to position ASEAN as a vital region for economic growth, peace, and regional prosperity. To support this vision, Studio Dapur actively contributes to three key pillars of Priorities Economic Deliverables: Recover-Rebuilding, Digital Economy, and Sustainability. By fully endorsing these pillars, Studio Dapur aims to actively participate in achieving the three main targets and make a meaningful impact.

To shed light on Studio Dapur's approach to innovation communication, this research employs a constructivist paradigm and qualitative descriptive approach. The study aims to uncover how Studio Dapur effectively communicates its innovations to bamboo craftsmen, farmers, and buyers abroad. Studio Dapur recognizes the importance of engaging bamboo craftsmen and farmers in the innovation process, valuing their knowledge and expertise. Through qualitative descriptive analysis, this research explores the specific strategies employed by Studio Dapur to effectively communicate with these key stakeholders.

Additionally, Studio Dapur acknowledges the significance of communicating its innovative bamboo crafts to international buyers. Effective communication in this context plays a pivotal role in creating market demand and expanding the reach of sustainable bamboo products on a global scale. The research delves into the methods and channels utilized by Studio Dapur to convey the unique value propositions of their bamboo crafts to international buyers.

By gaining insights into Studio Dapur's communication strategies, this research aims to contribute to the development and growth of the bamboo industry. The findings will promote knowledge sharing and best practices within the industry, fostering a sustainable and mutually beneficial bamboo craft sector. Ultimately, understanding how Studio Dapur successfully communicates its innovations to bamboo craftsmen, farmers, and buyers abroad will pave the way for future advancements in the bamboo industry and support the realization of Indonesia's and ASEAN's economic priorities.

In Indonesia, social enterprises have experienced a significant increase. This can be seen from research conducted by the British Council and the 2018 United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). Research reveals that in the past five years, social enterprises have increased by 70%. This research also states that 87% of social enterprise actors in Indonesia are dominated by the ages of 18 to 37 years. In addition, the development of social enterprise in Indonesia can also be seen from the many centers for entrepreneurship studies that have been established in several universities, which are made into courses in the university's curriculum. Thus, studies related to entrepreneurship, especially social entrepreneurship can develop properly. Social enterprise is a form of business that implements productive management in solving social problems that exist in society.

Generally, social enterprises are established with a mission to help address social, economic, and environmental problems. Therefore, social enterprises are not only oriented towards business profits, but can also empower and have a positive impact on

the surrounding social environment as a form of change. Businesses that focus on social enterprise require innovation, tolerance, recognition, and social opportunity for the business to be sustainable. By that way, the community around the business location will get a positive impact that they feel cared for by the company and are also helped economically.

Support and solving social problems are increasingly needed when the spread of Covid-19 occurs, the number of underprivileged people is predicted to increase to 5.71 million people with unemployment increasing by 5.23 million people. Coupled with other social issues that still raise big question marks such as access to clean water, the environment, the use of renewable energy, and many more. In Indonesia itself, the development of social enterprises is starting to show promising forms and results. Studio Dapur is a social enterprise that collaborates with bamboo artisans from Padakembang Village, Tasikmalaya, West Java. They design, develop and produce bamboo products. Literally meaning 'studio dapur', the company offers products inspired by items normally used in the kitchen and dining areas. Crafts from bamboo have been underestimated.

Three friends who later founded Studio Dapur were moved to conjure up various bamboo furniture into contemporary and environmentally friendly premium items. Mega Puspita, along with two of her friends, Alain Bunjamin and Maulana Fariduddin, initially did research for a product design course assignment on bamboo handicrafts. Seeing bamboo craft activities, they became aware that bamboo craft has a vital role in preserving the village, preserving culture as well as having an economic impact on the surrounding community. They see

this as the village's potential as well as village cultural activities that should be sustainable and develop with the times. Seeing this condition, Studio Dapur, a design studio-based social entrepreneurship, collaborated with the best bamboo craftsmen in Padakembang village, Singaparna, to develop and produce artisan quality bamboo crafts. Products are designed with a contemporary taste that makes bamboo products come back to life in even modern urban homes. The aim is to reintroduce the advantages of bamboo craft in modern society who are already unfamiliar with this environmentally friendly natural product. In the end, bamboo craftsmen will benefit by increasing the selling value of their products and their income through a wider market reach.

The presence of Studio Dapur in this regard also supports 3 Priority Economic Deliverables as an effort made to strengthen collaboration and cooperation towards global economic growth which is still showing signs of weakening in line with global economic challenges that are still looming. ASEAN's role is very important in overcoming existing economic challenges, and through strengthening cooperation within the framework of the 3 Priority Economic Deliverables, ASEAN is expected to be able to step together as the Epicentrum of Growth to face various challenges, risks and world problems together. To be able to continue to assist and support the realization of ASEAN Priority Economic Deliverables, Studio Dapur requires innovation communication as an effort to explore and developing information (communication) to obtain, developing, disseminating, or producing an update (innovation) not only for the Studio Dapur itself, but for workers and society in general as well.

RESEARCH METHOD

In this research, the authors used qualitative research methods. The research method uses qualitative methods and a descriptive approach. Qualitative methods are often called naturalistic research methods because the research was conducted in natural conditions (natural setting). Qualitative methods are defined as research methods for social sciences that collect and analyze data in the form of words and human actions and researchers do not try to calculate or quantify the qualitative data that has been obtained and thus does not analyze the numbers.

Descriptive qualitative research analysis is intended to describe existing phenomena, both natural and human-made, which are pay more attention to the characteristics, quality, interrelationships activity. In addition, descriptive research does not provide treatment, manipulation or alteration of the variables studied, but rather describes a condition as it is. The only treatment that given is only the research itself, which is carried out through observation, interviews, and documentation. In collecting data or information related to this research, the authors also conducted online interviews with the founder of Studio Dapur, Mega Puspita, to be able to obtain a lot of real information, and of course support the writing of this research.

In this case, the authors use a qualitative descriptive method because the authors need to describe the conditions that will be observed in a more specific, transparent, and in-depth manner. Therefore, the data and information we got from interviews with the founders to are real and concrete answers. This method explores the phenomenon of the importance of using innovation communication in building

and running a social enterprise, especially a sustainable bamboo industry in the economic, social and environmental fields, and its role in supporting Indonesia and ASEAN Priorities Economic Deliverables as a host of the 2023 ASEAN Summit.

The interviews were being done through Google Meet on June 2023, as well sites visit to Bandung and Padekembang Village in Singaparna, Tasikmalaya.

RESULT AND DISCUSSION

Bamboo is one of Indonesia's non-timber forest products (NTFPs) that has not received optimal attention in its development and utilization. It is stated that the value of NTFPs can reach 90% of the value of forest products, while timber which has been synonymous with being the main forestry product actually only contributes 10% of forestry product production (KLHK 2019). Referring to this, the potential of bamboo which is well known in the community has extraordinary potential to become a source of raw materials for various products.

Ecologically, bamboo can be a solution to environmental threats and climate change impacts. Bamboo plays an important role in land restoration through the adaptability of its plant species, landscape approach, and its presence in a sustainable ecosystem. Socially, bamboo is a natural resource that is very close to and cannot be separated from people's lives in Indonesia. Economically, the use of bamboo in Indonesia is generally still in a simple form in terms of processing such as for fences, roof supports, walls, scaffolding, stakes and other uses that still have low added value with traditional processing and only for fulfillment local needs.

Bamboo is a natural resource whose existence is very close and cannot be separated from people's lives in Indonesia, so that in its development mechanism the community empowerment approach is an important aspect. Learning from the success of China, a community-based sustainable bamboo forest development model both outside and within forest areas, is expected to provide strength and toughness as well as a clear direction in building the bamboo industry in Indonesia.

This is what made Mega Puspita, Founder of Studio Dapur, decide to establish Studio Dapur in December 2016. She feels that bamboo craft is difficult to develop because the sales system does not allow artisans to have a good income. She seeks to provide a solution to maintain and develop bamboo craft activities by providing added value in the form of designs that are relevant to today. From there she agreed to build a business in the field of bamboo crafts. In the early years and up to this day, she needs to educate consumers about the quality of bamboo products and the importance of the 'value' of Studio Dapur bamboo products for artisans in the village. She admitted, it was not easy for Studio Dapur to educate the local market that the price, process, quality and impact produced in their products were very comparable. There are still a lot of people who still don't understand why handmade products have a higher price because it involves a long process, artisans who are properly valued, selection of the highest quality materials, and so on. Even though there are many kitchen equipment products made of bamboo, she guarantees that Studio Dapur products are far superior because they use high-quality bamboo, and of course they are done with care and wholeheartedness.

In this research, a constructivist paradigm and qualitative descriptive approach were employed to investigate how Studio Dapur effectively communicates its innovations to bamboo craftsmen and farmers, as well as to buyers abroad. The goal of Studio Dapur is to establish a sustainable, mutual, and inclusive bamboo craft sector by collaborating with the best bamboo artists. The reintroduction of the benefits of bamboo crafts to modern society, which may be unfamiliar with this environmentally favorable natural commodity, is a crucial objective of Studio Dapur.

The process of making Studio Dapur products starts from bamboo that is cut down from the foot of Mount Galunggung, delivered to the workshop. After that the bamboo material is cut as needed. In each production step, the bamboo is dried in order to remove all the moisture content in the bamboo. The Studio Dapur also carries out preservation treatments with natural ingredients so that the bamboo material is resistant to mold and insects. Then the material is formed by male artisans while female artisans do the weaving of the product. After the product has been formed and assembled, the product is finished using a water-based coat. After that it is dried and packaged. The process of making matting in the Studio Dapur can take at least two weeks. For the shaved process itself, they do it three times until it's really smooth. Studio Dapur also does not use varnish, because this material is toxic and dangerous for food and not environmentally friendly. Mega is also educating local residents who usually work individually from home and odd jobs, so that they work together as a team and make the woven bamboo industry run more systematically. The story about the process and the artisans behind Studio

Kitchen products is an interesting added value that they try to insert. This is intended so that consumers understand how products are made, and that the price consumers pay is very commensurate. Slowly, Studio Dapur also find their customers.

Never giving up on marketing their products, Mega and her team are diligent in going in and out of various exhibitions. Well, this is where Studio Dapur finds foreign consumers. The various exhibitions that followed paved the way for Studio Dapur to meet overseas buyers. Unexpectedly, it seems that many people like their products, so now Studio Dapur has been able to export them to several countries such as Australia, Korea, Japan and America. Studio Dapur has also participated in various international exhibitions such as New York Now 2019, Design Talents Ambiete in Germany 2019, and Next Talents Ambiete Germany 2020.

Studio Dapur's efforts to increase the selling value of bamboo handicrafts and the welfare of the artisans are starting to reap results. Now, a lot of regeneration is starting to get involved in the process. The team, which originally consisted of two people aged 40-50 years, is now starting to increase the age range to 20-30 years. Bamboo craftsmen have regenerated because of a new system created by the Studio Dapur. Studio Dapur also has a commitment to share their income by 10% to support village finances, improve living standards and livelihoods, as well as increase productivity. The Studio Dapur's business, besides having an impact on the economy of the surrounding community, also has an impact on the environment. Even though when she first came to Singaparna, Mega saw that many of the bamboo gardens there had been made into settlements.

Bamboo has an important role for environmental sustainability. For the air, it absorbs a lot of carbon and of course produces oxygen, the roots protect the soil and maintain the water content in the soil, apart from that this plant also grows fertile and very fast compared to tree plants. Another interesting thing is the weaving activity carried out by the artisan community in the village. This activity has a lot of value in it. The activity of weaving bamboo in this village has become a culture for the village community. They are used to using bamboo crafts for their household needs, or selling them in the market as their income.

Going forward, Studio Kitchen will certainly continue to innovate to create new designs that will be made this year. They also want to develop craft products with other environmentally friendly materials and a new artisan location. Therefore, an innovation communication strategy is urgently needed in this regard, especially to be able to continue to innovate to produce products that are useful and have long sustainability in the fields of environment, social welfare, and also the economy.

This innovation communication is a necessity in every life, especially in the business that Studio Dapur runs because in running this business, in addition to experiencing growth in behavior and development of behavior, it also experiences various changes in behavior in dealing with and adapting to changes in their living environment. Changes that occur in our environment can take place quickly or slowly.

Innovation communication is an urgent need for them, especially in conditions of rapid environmental change. Studio Dapur does this so that they are able to develop or at least

survive by adapting to changes in environmental conditions. They must carry out innovation communication, especially if they want fast changes so that they are better able to adapt to these changes. Proper adaptation is a must in order to at least survive better in their living environment. Innovation communication must be carried out if they want to excel in achieving the desired achievements, in realizing a better quality of life, and in their living environment.

The role of innovation communication in development is to facilitate convergence or alignment between the wishes of the government or companies and the wishes of the people. To achieve a development goal, innovation communication is needed in an effort to convey new things. Innovation communication can be part of the development communication process that can lead to social change. The purpose of communication innovation is the realization of change or improving the quality of behavior towards a better quality of life. Through innovation communication, expectation to change one's behavior to become more adaptive, and different from previous one or different from the behavior of people in the social environment.

The realization of these changes is carried out through the innovation communication process, namely conducting exploration and development of information and its application that contains innovation content. Therefore, an innovation communication process should always begin with a new idea that is considered useful for someone to overcome internal problems in life.

Innovation behavior consists of two stages, first, is the stage of generating ideas (initiation) and the second is the stage of implementation of

the idea (implementation). At the stage of generating ideas, the innovation process is carried out by asking input or collect innovative ideas from various parties.

In Studio Dapur, Mega and her team asking for input and innovative ideas from the artisans and their customers to be able to find out what things they like and don't like, including the renewal and improvement of the products they have. At the stage of generating ideas, there are several communication innovations they do. For example, their team are asked to look, dig, and disclose existing opportunities; see the gap between expectations and reality; and express ideas for solutions to problems encountered company or express consumer needs for a product or their services.

At this stage of generating ideas, the level of creativity from their team determines the number of ideas that can be critically selected to choose the best in the next stage. A creative idea becomes an innovation if it is implemented and provide positive value to users or companies. This positive value can be in the form of benefits, both in terms of economic and social. It is because, basically innovation is a combination of the existence of a need on one end and the possibility of creating a product or services that can meet those needs on the other end. In society, this is called a throw-away society, which is human needs that continue to increase. Items that has been used will be thrown away and the service is not practical abandoned in favor of better products and services more flexible under current conditions. They don't want to use products or services of the old type and want to have products and new types of services and more in line with current needs.

When Studio Dapur communicates innovation, Studio Dapur makes a part, or all efforts to acquire, develop, disseminate, or produce an update in Studio Dapur's life or Studio Dapur's social life. Innovation that Studio Dapur does include innovation category if a renewal is a change of things that Studio Dapur has never done before or is something new in the community of Studio Dapur's environment.

The characteristics of innovation can be seen from the level of relative advantage (profitability or relative advantage); the required costs (cost of innovation); level of complexity/simplicity (complexity/simplicity); suitability with the physical environment (physical compatibility); conformity with the cultural environment (cultural compatibility); level of ease communicated (communicability); cost and time savings (saving of labor and time); and the ease of being tried on a small scale (divisibility/trialability).

An innovation that has increasingly important characteristics is increasingly in demand by potential users. An innovation that has more and more of the eight characteristics is increasingly in demand by its customers.

Innovation communication is important for Studio Dapur to be implemented because previously, Studio Dapur was quite difficult to be able to produce goods that brought maximum results for its customers and also for Studio Dapur itself. To be able to produce maximum products which are certainly beneficial for each customer, not only requires the role of the craftsmen who make them, but the most important thing is the way they interact and communicate to be able to convey creative and innovative ideas to the craftsmen so that they can later implement them into

products which suitable to their intended plan.

Related to innovation, Studio Dapur strives to be able to communicate important matters regarding the progress of its products and business as best as possible by appointing several people from the local artisan community who are responsible for being able to convey maximum workmanship techniques to the workers as a whole. The communication of innovation within Studio Dapur involves multiple stakeholders, including production teams, designers, and stakeholders. Ensuring that all parties share the same objectives and work collectively towards achieving the goals is a challenge. However, effective innovation communication is essential for breaking old paradigms, overcoming challenges, reducing misunderstandings, and fostering the creation of new products. By adopting a constructivist paradigm, Studio Dapur acknowledges the importance of actively involving bamboo craftsmen and farmers in the innovation process. Their valuable knowledge and expertise contribute to the development of new ideas and concepts. Through qualitative descriptive approaches, the research explores the specific strategies employed by Studio Dapur to communicate with these key stakeholders. Furthermore, Studio Dapur recognizes the significance of communicating its innovative bamboo crafts to buyers abroad.

This communication plays a pivotal role in creating market demand and expanding the reach of sustainable bamboo products globally. The research delves into the methods and channels utilized by Studio Dapur to effectively convey the unique value propositions of their bamboo crafts to international buyers. In the future, this will certainly make it easier for the Studio Dapur to be

able to implement innovation communication that can advance the business of the Studio Dapur itself and for workers and the society as well.

This relates to Indonesia's Chair in ASEAN 2023 continuing the success of the G20 Presidency in 2022. Indonesia is again taking on a leadership role at the regional level by holding the Chair in ASEAN (ASEAN Chairmanship) and ASEAN+3 (ASEAN+3 Co-Chairmanship). Studio Dapur's initiative aligns with Indonesia's role as the Chair of ASEAN 2023, aiming to position ASEAN as a pivotal region for economic growth, peace, and regional prosperity. To contribute to the three main targets of Recover-Rebuilding, Digital Economy, and Sustainability, Studio Dapur has developed strategies to support these economic pillars fully. The theme raised by Indonesia is "ASEAN Matters: Epicentrum of Growth" continuing the previous big theme pushed by the G20 Presidency "Recover Together Recover Stronger". Indonesia's chairmanship is expected to encourage ASEAN to play an active role, offer ideas and solutions to strengthen economic recovery and make Southeast Asia an engine of sustainable world growth. There are three strategic thrusts that cover Priority Economic Deliverables (PEDs) in Indonesia's Chairmanship in the financial channel. First, recovery rebuilding, with Priority Economic Deliverables encouraging recovery and ensuring economic and financial stability and resilience in the ASEAN region. Second, the digital economy with Priority Economic Deliverables advances payment connectivity and promotes digital financial literacy and inclusion to support inclusive economic growth. Third, sustainability with Priority Economic Deliverables promotes transition finance to support sustainable finance and a green

economy. The various programs in the Priority Economic Deliverables were discussed through 10 working committee meetings chaired by the Ministry of Finance, Bank Indonesia and the Financial Services Authority (OJK).

Regarding the recovery-rebuilding pillar, the Working Committee on Capital Account Liberalization meeting discussed exploring guidelines related to the ASEAN Local Currency Settlement Framework to support efforts to promote Local Currency Transactions and other efforts that need to be carried out by ASEAN to respond to current economic and financial dynamics. The Working Committee on ASEAN Banking Integration Framework (ABIF) meeting discussed the continuation of the ABIF Guideline to incorporate Digitalization towards ASEAN banking integration in the digital era.

Furthermore, the Working Committee on Financial Services Liberalization discussed the agenda for developing the issue of financial liberalization under the ASEAN Framework Agreement on Services (AFAS) and Free Trade Agreements, including the ASEAN-Canada Free Trade Agreement.

Regarding the digitalization pillar, the Working Committee Payments and Settlements Systems meeting discussed the continuation of the ASEAN Payment Connectivity discussion, including expanding membership and discussing QR-based connectivity. The meeting also discussed the implementation of the G20 roadmap to advance payments between countries. Meanwhile, the Working Committee on Financial Inclusion discussed various achievements and future work programs to encourage digital financial literacy and inclusion, including the creation of Implementation Guidelines for Strengthening Digital

Financial Literacy which can be used as a reference for ASEAN member countries.

Regarding the sustainability pillar, transition financing to support sustainable finance and a green economy which was discussed at the WC Capital Market Development meeting and the Joint ASEAN Capital Market Forum (ACMF) - WC-Capital Market Development. The AFCMD-WG plenary meeting was also preceded by holding seminars on Energy Transition Mechanism (ETM) and Food Security. The Ministry of Finance in collaboration with ADB held a seminar "Aligning Energy Transition with Economic Development" which discussed the importance of energy transition for ASEAN member countries.

Referring to the three main pillars above, Studio Dapur has helped and supported this to be realized. In terms of recovery-rebuilding, Studio Dapur directly collaborates with bamboo craftsmen in Padakembang Village, Tasikmalaya, in producing high-quality bamboo handicrafts. They believe, with high economic value, artisans can get a decent income and improve their quality of life. Studio Dapur also routinely holds training and workshops which are the most important strategy to improve the quality of artisans' bamboo crafts. As a result, various household furniture with unique shapes were created, from placemats to baskets.

In terms of sustainability pillar, Studio Dapur uses bamboo raw materials to make various kinds of their products. Bamboo can be an alternative environmentally friendly building material, which can replace wood, because bamboo is easy to cultivate, can live well in almost all types of soil, from lowland to high, and it is relatively short

to be harvested and after that it can be harvested regularly and continuously.

In terms of digitalization, Studio Dapur uses the official website and online marketplace to sell all of their products. Studio Dapur's products can be found and purchased through Tokopedia, Shopee, Instagram, and also the official website. Of course, in the product payment process, the customers will use an e-wallet to make it easier for them. Customers can enjoy many benefits with online marketplaces and e-wallets, including practical and efficient ways of making transactions, opportunities to hunt for attractive promos and offers, guaranteed security, easier bill paying, can be used for various transactions, more detailed and neat. In compiling bookkeeping transactions and facilitating the process of financial management. By that way, people will be more aware and accustomed to making purchases and payments online and support the current digitalization era.

CONCLUSION

In conclusion, effective communication of innovation is vital for driving growth and unlocking the full potential of the bamboo industry. Studio Dapur, a social enterprise, collaborates with skilled bamboo artists to create a sustainable and inclusive bamboo craft sector. Their goal is to introduce the benefits of bamboo crafts to modern society and support Indonesia's role as the Chair of ASEAN 2023, contributing to the three main targets of Recover-Rebuilding, Digital Economy, and Sustainability. By adopting a constructivist paradigm and qualitative descriptive approach, this research aims to uncover how Studio Dapur communicates its innovations to bamboo craftsmen, farmers, and buyers abroad. Engaging these key stakeholders in the

innovation process and valuing their knowledge and expertise are essential elements of Studio Dapur's approach. By effectively communicating the unique value propositions of their bamboo crafts to international buyers, Studio Dapur expands market demand and promotes sustainable products globally.

The findings from this research will not only provide insights into Studio Dapur's communication strategies but also contribute to the growth and development of the bamboo industry as a whole. By sharing best practices and fostering knowledge exchange, the research promotes a sustainable and mutually beneficial bamboo craft sector.

Understanding how Studio Dapur successfully communicates its innovations will pave the way for future advancements in the industry and support the achievement of Indonesia's and ASEAN's economic priorities. Overall, effective innovation communication plays a crucial role in breaking old paradigms, overcoming challenges, and fostering the creation of new bamboo products.

By embracing innovative ideas and involving multiple stakeholders, Studio Dapur sets an example for the industry and contributes to the economic growth, peace, and regional prosperity envisioned by ASEAN.

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