

## CREATIVE ECONOMIC ASSISTANCE THROUGH TRAINING FOR BOUQUET MAKING AND HALAL CERTIFICATION SOCIALIZATION

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### Abstract

Currently, micro businesses have an important role in society. The backbone of Indonesia's economy is through micro business because micro businesses are one of the government's programs for alleviating poverty. One of the efforts to promote micro business was carried out in Gondangan Hamlet, Sawangan Village, by training on making bouquets and socializing the creative economy. This activity is carried out to ignite the community's creativity and change the mindset to be more advanced. By using the ABCD (Asset Based Community Development) research method and the implementation method using the FGD method, interviews, presentations, and evaluations, the mindset of the Gondangan Hamlet community is increasingly advanced and systematic. It is proven by the number of people who are moved to start new creative businesses, and the community is aware of the importance of a certified economic system. People pay more attention to the economy and make something that looks worthless can be turned into something of high value. This needs to be maintained and even better because the progress of micro business in the community can advance the village economy and even the state.

**Keywords:** *Creative economy; Micro business, Halal certification.*

### Abstrak

Saat ini UMKM menjadi peran penting bagi di masyarakat. Tulang punggung ekonomi Indonesia adalah UMKM, karena UMKM berkontribusi besar dalam penyerapan tenaga kerja. Salah satu usaha untuk memajukan UMKM yang dilaksanakan di Dusun Gondangan, Desa Sawangan dengan cara mengadakan pelatihan pembuatan buket dan sosialisasi ekonomi kreatif. Kegiatan ini dilaksanakan untuk memantik kreatifitas masyarakat dan mengubah pola pikir lebih maju. Dengan menggunakan metode penelitian ABCD (Asset Based Community Development) dan metode pelaksanaan menggunakan metode FGD, wawancara, presentasi, dan evaluasi menghasilkan pola pikir masyarakat Dusun Gondangan yang semakin maju dan tersistematis. Dibuktikan dengan banyaknya masyarakat yang tergerak untuk memulai usaha baru yang kreatif dan masyarakat juga memiliki kesadaran akan pentingnya sistem perekonomian yang sudah bersertifikasi. Masyarakat lebih memerhatikan perekonomian dan menjadikan sesuatu yang terlihat tidak berharga dapat diubah menjadi sesuatu yang bernilai tinggi. Hal ini perlu dipertahankan dan dolah lebih baik lagi karena kemajuan UMKM di masyarakat sangat berpotensi memajukan perekonomian desa bahkan negara.

**Kata kunci:** *Ekonomi kreatif; UMKM; Sertifikasi halal*

## 1. INTRODUCTION

Creativity must be continuously improved and learned in this vibrant and full-of-change life. Through creativity, various new products and services are produced that improve the economy and the quality of human life. The creative economy is closely related to the creative industry. However, the creative economy has a broader scope than the creative industry. The creative economy is an ecosystem that has a dependency relationship between the creative order (creative value chain), the development environment (nature environment), the market (market) and archiving (Romarina, 2016)

According to the United Nations Conference on Trade and Development, the creative economy is an evolutionary concept based on creative assets that have the potential to generate economic growth and development (Hartono, Marwati, & Sarsono, 2021). Meanwhile, according to the Ministry of Tourism and Creative Economy, the creative economy is the creation of added value based on ideas born from the creativity of human resources and based on knowledge, including cultural and technological heritage. The creative economy is better known as the creative industry because it is part of the creative economy itself (El Hasanah, 2015). When talking about the creative economy based on culture, Geertz moves culture as a collection of creative ideas and processes from the intellect, which is inherited and then colours the life of a society. The creative process of the mind, if implemented in a business field, will produce an innovative product (El Hasanah, 2015).

In this modern era, many young people are the driving force for the creative economy era. This generation believes that they are the movers of the economic era, what they like, or as a business and must have innovations or new ideas that do not exist now. These ideas must be creative, innovative and unique (Fitriani et al., 2022). Youth is a generation that is expected to have the ability to think critically, innovatively and creatively in facing the challenges and problems of the nation. With great enthusiasm, it is hoped that he will be able to continue the nation's struggle. The history of the Indonesian nation cannot be separated from the active role of youth in channelling critical and innovative ideas and ideas (Chumaeson, 2020). The younger generation is the spearhead of the struggle to change the nation's condition in a better direction. Youth is categorized as an "agent of social change". Therefore, youth prioritizing creativity and innovation in national development to optimize the various potential wealth they have are assets of a region (Mardawia, 2017).

To become creative economy actors, the younger generation must have various abilities and be creative and innovative. The younger generation needs to hone their reasoning and creativity so that the community can empower various conceptions related to improving the SME economy (Fitriani et al., 2022). In this case, to support the development of the creativity of the younger generation in the creative

industry, the role of various parties is needed, especially academics, to provide motivation and training to the youth and young people of the nation's generation so that they can further develop their creativity to increase the growth of the creative industry. As a form or manifestation of support for young people and young people of the nation's generation to motivate entrepreneurship and knowledge related to the creative economy, we are holding a Community Service program entitled "Creative Economy Assistance Through Bouquet Making Training and Halal Certification Dissemination" in Gondangan Hamlet, Sawangan Village, Sawangan District.

Based on a gradual community service survey, local MSMEs in Gondangan Hamlet have a strategic position because the products produced will become a special attraction and add value to tourist attractions in Sawangan Village. Because the location is close to tourist areas such as Watu Nganten, Kedung Kayang, Strawberry Farm, Ketep Pass, and others. This service focuses on efforts to take advantage of the creative economy in boosting MSMEs through the creative economy through the role of youth and MSME actors through e-commerce media. Furthermore, community service for youth and MSME actors is in the form of dissemination of halal certification for MSMEs that produce food or drinks. This assistance is carried out in stages, and there is a follow-up process so that the program implemented can be achieved and produces quality output.

## 2. METHOD

To achieve the goal of this service, the steps taken follow the flow in the following figure:

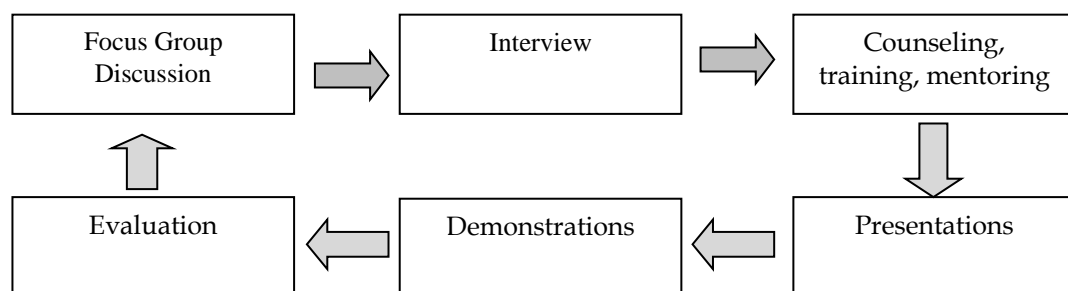


Figure 1. Table of activity implementation stages

Based on the model of implementing community service in Gondangan hamlet, as shown in Figure 1, the stages of implementing this service are:

### a. Focus Group Discussion (FGD)

This method is used to discuss the extent of the achievements, difficulties and obstacles faced by youth and MSME actors in trying and sharing about the economy so that the public, especially young people, are excited to voice their opinions.

## b. Interview

The interview activities at this stage were carried out to explore the main problems faced by the community, especially in the synergy of hamlet youth and MSME actors. The purpose of the interview is to collect data that can be used in the subject of the study in the form of direct face-to-face respondents to obtain information from various sources as needed.

## c. Counseling, training, mentoring, presentations and demonstrations

Based on the information obtained through intensive FGD activities and interviews, we have developed counselling, training and mentoring programs according to the needs of the community, especially understanding the concept of the creative economy, namely the introduction of processes and types of bouquets, introduction of halal certification, product packaging, creative marketing both e-commerce and social media. The method conveys several things related to bouquet making, halal certification, creative economy, e-commerce, simple business tips, and creative design in product packaging. The demonstration process continued; the community was allowed to provide ideas and responses regarding the training and the economy, followed by questions and answers.

## d. Evaluation

In practice, youth organizations are given the task of practising making simple bouquets and MSME product logos that the community service team has accompanied. The service method uses ABCD (Asset-Based Community Development). Why chose this method because Gondang hamlet already has economic assets. From the survey and interview process, there were 15 micro-entrepreneurs from the agriculture, livestock and home industry sectors. However, most of them have yet to be registered with NIB and halal certification. Therefore we assist them by becoming facilitators so that business actors will be facilitated in branding and certification.

The authors used the ABCD (Asset-Based Community Development) approach in this mentoring-based research. ABCD is a model approach in community development. The ABCD approach prioritizes the utilization of assets and potential around community-owned areas (Maula & Sholeh, 2021). There are seven stages of activities carried out in this mentoring activity, starting with preparation and readiness with everything needed in research. The second is to identify assets/deficiencies and record all resources owned along with the strengths and weaknesses of each existing asset. The third is designing ideals, which is a dream or hope. Designing an ideal is part of one point of view of something to be achieved through effort. Fourth, determining the realization of ideals is the effort or sincerity of the community in processing a desire or ideals in research. Fifth, it involves community participation in activities. Participation means that what we do is part of a joint effort carried out hand in hand (Supiatin & Maulida, 2019). Sixth, identify the

program's success, which contains an evaluation of activities and closes with writing a report (Fitrianto et al., 2019).

### 3. RESULTS AND DISCUSSION

Community service is an effort to disseminate science, technology and art to the community. In this activity, we can provide added value to the community, both in economic, moral and spiritual activities according to the program. Students play an important role in society because they are expected to be good facilitators between the community and the government.

Bouquet training activities are focused on youth and MSME actors. Technology-based activities are carried out for youth with expertise in technology. However, even so, it is possible for youth, the general public, or MSME players to participate in the training. The first stage of the service team gathered MSME actors and youth in Gondang Hamlet with paper invitation flyers and announcements. The training took place in the foyer of the Al Hidayah mosque in Gondangan Hamlet. Held from 16.00 to 17.30. Then given in-depth assistance regarding the creative economy, simple tips for success, introduction to bouquets and various types of bouquets by showing product image references. Identifying the type of business ownership through a Focus Group Discussion (FGD) and providing insight and training in product packaging and labelling so that the product has added value. With the hope that existing business opportunities can play a role and are ready to become complementary products in the development of MSMEs. Identify the first stage, as shown in Figure 2 below.



Figure 2. Implementation of activities

In the second stage, to facilitate this activity, we conducted interviews in stages to identify the types of businesses produced in Gondangan. Homemakers and vegetable farmers dominated the 25 MSME actors who attended; the rest were wet food businesses such as cakes, bread and market snacks, breeders and residents who did not yet have any business but had the motivation to participate in realizing the

MSME program to support the growth of creative new micro-enterprises based on sharia.

The third stage is carrying out outreach, training and mentoring activities. Teenagers and mothers of MSME practitioners were gathered to provide insight and assistance regarding bouquet making, halal certification, and logo design in product packaging. Of the 25 Karangtaruna participants, it turned out that there were still many who needed help to attend and play a role. This is because other activities cause them not to attend. With the creative economy training for making bouquets, it is hoped that teenagers who do not yet have a business will have a little provision for the future if they want to try. Can play a role in assisting MSME players in product certification and branding. This training can also be an alternative for the community if they want to make economical and efficient creative souvenirs.

Product labelling also needs to be done to promote local MSME products. Attractive packaging can foster feelings for tourists to buy products. So far, the packaging of products produced by SMEs is still relatively simple. This is due to the need for more knowledge and the limited creative power of business actors. So from that, my team and I helped make a logo from the Canva application on a cellphone that was easy to use.



Figure 3. The application used to create the logo and the results

The tools and materials prepared were scissors, wrapping paper, insulation, cork, cardboard, ribbon, snacks, flowers, counterfeit money, plastic, skewers, and double tips. In the process of making it, the community is guided from assembling the bouquet's contents to decorating it as creatively as possible.



Figure 4. Implementation of bouquet making training

The halal certification is disseminated at the counselling stage, and follow-up is given to MSME actors in food production to register with the OSS institution on an application recognized by the government. Actors were surveyed for making products, places, materials and others. This will make it easier for businesses to brand their products.

The fourth stage is the evaluation of activities. After carrying out the stages of the training, we evaluated by reviewing the training process and the results of the practice of making bouquets. The results of our analysis are that the community is very enthusiastic about participating in this activity until the end of the event. The products they make are already close to the exemplary ones. However, the community came to the location late, so the training program exceeded the allotted time limit.

#### 4. CONCLUSION

Based on the analysis results for a month and a half, many points are of note to us and hopefully can make progress in Gondangan Hamlet. 1) After the Bouquet Training and Socialization of Halal Certification activities, the people of Gondangan Hamlet have a more progressive and creative mindset. 2) Because Gondangan Hamlet has potential in the economic field, the community wants to create micro-enterprises for teenagers to the elderly. 3) After receiving training materials, people who already have a business are enthusiastic about processing products to be better by strengthening the quality and registering their business with a licensing agency.

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