



## **Creative Economy Competitiveness Improvement Program for MSMEs in Pangkalpinang City**

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### **Abstrak**

Deshanda Craf ini merupakan salah satu usaha kerajinan kriya yang ada di Desa Kace Timur yang telah berdiri sejak tahun 2018. Sehingga peneliti ingin melaksanakan penelitian dengan tujuan menganalisis nilai pada ekonomi kreatif kerajinan kriya di Deshanda Craf.

Hasil penelitian menunjukkan bahwa nilai yang terdapat dalam Deshanda Craf ini dimulai dengan tahap kreasi yang mana pada tahap kreasi ini mencari ide-ide inovasi dari internet kemudian dimodifikasi untuk pembuatan pola kerajinan, kemudian tahap produksi dimana tahap produksi ini mengelola input atau bahan berupa lidi nipah sebagai bahan baku dan menjadi vas bunga, keranjang, tempat tisu tahap distribusi pada Deshanda Craf ini dipasarkan melalui media online kepada pabrik-pabrik dalam bentuk grosir, dan tahap komersialisasi ini melalui pemberian informasi kepada konsumen mengenai produk yang dipasarkan.

**Kata kunci:** *Kerajinan Kriya, Deshanda Craf, Nilai Ekonomi*

### **Abstract**

*Deshanda Craft is one of the craft businesses in East Kace Village which has been established since 2018. So researchers want to carry out research with the aim of analyzing the value of the creative economy of craft crafts at Deshanda Craft. The results of the study show that the value contained in Deshanda Craft begins with the creation stage where at this creation stage seeks innovative ideas from the internet and then modifies it to make craft patterns, then the production stage where this production stage manages input or materials in the form of nipa palm sticks as raw materials and into flower vases, baskets, tissue holders for the distribution stage in this Deshanda Craft marketed through online media to factories in the form of wholesalers, and this commercialization stage is through providing information to consumers about the products being marketed.*

**Keywords :** *Craft Crafts, Deshanda Craft, Economic Value*

### **Introduction**

The phrase "creative economy" was originally used in 2001 by John Howkins. The first Howkins human creativity is the main factor of production, the creative economy is a new concept. (Sari, 2018). This is supported by government policies related to increasing inclusive and sustainable economic growth, including by developing the creative economy and increasing innovation and technology capacity (Presidential Decree no. 2 of 2015 – RPJMN 2015-2019). To create a creative economy that will generate various ideas and transform them into commercially viable products and services, creative human resources are needed.



Although the production process may adhere to industrial economic principles, the basic concept is creativity (Sari, 2018). The supply and demand exchange system originating from economic activities forms the creative economy (Darwanto et. al, 2013). The term "creative economy" refers to a way of pursuing sustainable development through creativity, where "sustainable development" is defined as an empowered and resource-rich economic environment. (Ministry of Commerce, 2008).

According to law number 20 of 2008, micro-enterprises are productive businesses owned by individuals or individual business entities. Community life is getting better with MSME activities, namely with the concept of independence, as well as being the basis for creativity (Istiatin et. al, 2021). To advance in the global movement towards MSME-based economic and creative growth, collaboration from various stakeholders is required. The general public really needs their participation and needs to participate in developing it, apart from the government and MSME actors. This effort is reflected through the use of local products and campaigns related to the development of these MSMEs (Darwanto et. al, 2013).

The creative economy is nothing new. Most people often categorize the creative economy in the form of MSMEs, not just culinary. Culinary is only one of 16 sub-sectors derived from the creative economy. The Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency Sandiaga Salahuddin Uno will prepare a training and mentoring program for creative economy actors, especially MSMEs in the center of the seafood processing industry in West Kurau Village, Bangka Belitung, so that they can produce quality and sustainable products and have a broad reach. wider market.

Carrying the Deshanda Craft Lidi Nipah brand, Eva now produces a variety of products such as laundry baskets, wall mirrors, tissue boxes, table runners, table cloths, placemats, pot covers, fruit baskets, bottle baskets, pots and so on. In fact, the existence of various handicraft products from nipa palm sticks that Eva has produced since 2020, is now known as a handicraft product from Bangka Belitung which is not only eyed by the local community, but is now trying to penetrate foreign markets.



Figure 1. Deshanda Craft Lidi Nipah

One of the training and assistance that will be prepared by Kemenparekraf/Baparekraf is packaging design surgery (BEDA'KAN) as well as training on marketing by utilizing digital platforms. On this occasion, the creative SMEs

of West Kurau Village said that marketing by utilizing social media is one of the obstacles they are currently facing. <https://kemenparekraf.go.id>.

Although in running this creative economy there are many parties that support the advancement of growth and development of the creative economy. However, there are also obstacles to the creative economy which often become a stumbling block, especially for creative economy actors, MSMEs or business units that have a smaller scale.

1. This marketplace supply has indeed been widely used by creative economy actors and is applied to carry out product marketing that is able to reach a wider and wider number of buyers. However, the use of this technology cannot yet be applied to creative economy actors who are in remote areas because they do not support marketing through digital technology at this time because basically they do not know how to use and market it.

2. Creative economy obstacles that are always felt by economic actors, of course, in terms of capital problems. Competition between creative economy actors, especially those who have just started their business or small-scale creative economy actors who are in remote areas, is of course very difficult to gain access to capital so that the business being run is very difficult to develop to become effective and efficient.

### Implementation Method

This activity is carried out by providing training on making home-scale businesses to people who have skills in making processed food and others in Pangkalpinang Creative Economy SMEs and its surroundings. After being given training, the community is guided to create a home-scale business in order to create a more varied economy by utilizing the expertise possessed by the community. The stages of the activity include preparation, socialization, and completion. In the preparatory stage, the team conducted a survey, outreach to people who had already built a business and also to people who had owned a business, as well as preparing tools and materials to make products for marketing.

This service activity will be carried out at Deshanda Craft. Implementation of activities ranging from counseling to providing training on making various forms of creative economy which will be socialized to strengthen marketing techniques and product development strategies so that they can be exported abroad.

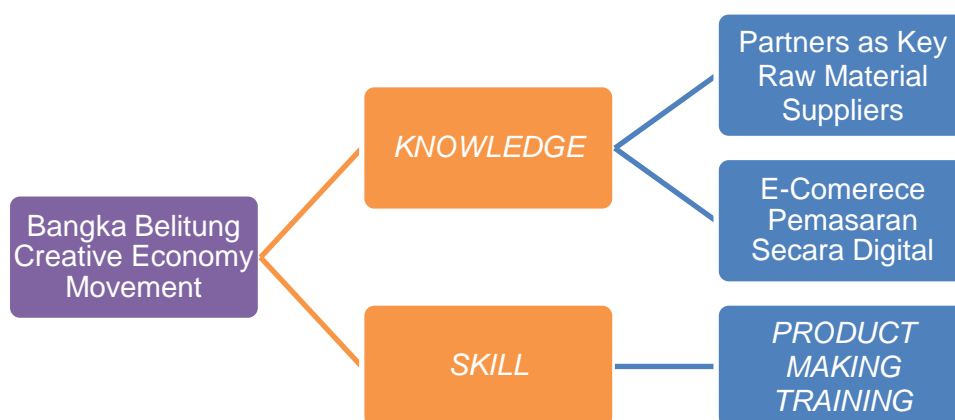


Figure 2. A description of the Devotion to be Transferred to Partners

To realize the solution as offered, several steps need to be carried out. These stages include the stages of preparation, implementation of training, and evaluation of the implementation of activities. Explanation of each stage, can be explained as follows:

Table 1. Implementation Method to be used

No.	Target	Implementation Methodology
1.	Preparation phase	At this preparatory stage the team compiled material on entrepreneurial motivation. In addition to this, at this stage students are also involved as trainers who will provide training to Deshanda Craff.
2	Implementation stage	<ul style="list-style-type: none"> <li>• The first socialization activity was given to Deshanda Craft which was about knowledge and motivation for entrepreneurship. In addition to motivation, Creative Economy players will also be equipped with knowledge about finding raw materials and knowing where the key partners are as product distributors.</li> <li>• Training The materials provided include: 1. Knowledge of what the creative industry is. 2. We are aware of the risks associated with starting a new business. 3. General knowledge of the manufacturing process for the products you sell. The demonstration method was chosen to show the work process to the community. This method is used to make it easier for people to understand how to start a new business.</li> <li>• Marketing After socialization and training activities, the next activity to be carried out by the service team is to market the products that were made in the previous activity. Marketing of handicrafts in various forms of this bouquet will later be marketed through digital social media such as Instagram, Whatsup or other social media.</li> </ul>

*Source: Team Servant, 2023*

The Implementation Method contains the following: (1) Place and time (location of activities and time of implementation accompanied by a map or location drawing); (2) Advice audience/Activity Partners (who and how to determine them); (3) Service Methods (preparation, counseling, training, mentoring, demonstration, etc.); (4) Success Indicators; and (5) Evaluation Method (evaluation technique to measure the achievement of success indicators).

## Result and Discussion

At first Deshanda Craft was only a provider of nipa palm sticks or raw materials, but the raw materials for nipa palm sticks were processed again into handicrafts that were valued by the countries that were export destinations. Therefore, these craft entrepreneurs are skilled at being nipa palm stick craftsmen who produce handicrafts such as hampers, bags, pet houses or houses, flower vases and others. The export destinations for these craftsmen are European countries and Malaysia. Whereas in the local market, artisans attend galleries or exhibitions that can market their products.

The ability of these craftsmen to make crafts is not obtained from formal education but is obtained by direct learning.



Figure 3. Socialization from resource person

The sequence of creating added value carried out by the Deshanda Craft business is as follows:

1. Provision of input, the provision of this input by Deshanda Craft can added value is created by purchasing high quality and good raw materials in order to produce good quality products too, so as to satisfy consumers and not disappoint consumers. The raw materials for nipa palm sticks are taken directly from the City of Kapur, which is the best nipa palm sticks in Bangka.
2. Raw materials, this raw material can create added value by combining several raw materials in the form of bags which are initially plain with bright colors then added other raw materials in the form of dyes and ribbons made of flowers, so that the bags have nice colors and There are flower decorations from ribbons. Then an added value will be created from the raw materials which were originally just plain bags into colorful bags and decorated with flowers.
3. The production process, this production process also creates added value by Deshanda Craft, namely by carrying out the production process carried out with machines, so that the products produced will be faster and more numerous, not only that in the production process, added value is also created by continuously provide innovations to products so that the resulting product has features compared to competing products.
4. The marketing stage, the marketing stage also has added value, namely by marketing products through social media with advertisements.

On this occasion Mr. Ary Fakturrachman, S.P., M.M. who is a speaker as well as one of the management lecturers delivering material on business competitiveness where currently many businesses are losing out in competition due to a lack of knowledge about how to improve business competitiveness.



Figure 3. Socialization from resource person

Mr. Ary further said that every business must have a segmentation and target market that is in accordance with the product you want to market.

## Conclusion

Researchers can draw conclusions, that in application The value chain carried out by Deshanda Craft includes several stages, namely:

1. The creation stage, at this creation stage a Deshanda Craft business value chain is created, namely by the way the business owner looks for creative ideas from the internet to make a model on a bag, which the business owner then modifies these ideas
2. Distribution, distribution from Deshanda Craft through online marketing to wholesale factories and individual or retail online marketing.
3. Commercialization in the value chain at Deshanda Craft, namely by way of Deshanda Craft always providing information about the products it produces, starting from providing information via social media.

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