

# INITIAL CREATIVEPRENEUR THROUGH CREATIVITY BASED COMMUNITY SERVICES

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## ABSTRACT

*Known for its distinctive art, Bali declared as one of the main tourist destinations of Indonesia. Painting is one of them, in addition to carving, dance and many other arts. Besides canvas as a medium of painting, Balinese artists also use other media to express their artwork. In this Community Service, the author highlighted artisans of wooden egg painting, located in Banjar Gerih, Batuan Village, District Sukawati, Gianyar, Bali, Indonesia. Gianyar Regency, itself, well-known as the centre of art. Based on the problems encountered, the use of online media, were taken as an alternative solution to streamline marketing as well as increase number of product sales. Performance indicator is a 100% increase in partner revenue; creating an online marketing accounts at one of online marketplace and able to maintain the account.*

**Keywords:** *community service, community empowerment, creativity, cultural based creativity, creativepreneur*

## 1. INTRODUCTION

Community Service, in Indonesia, is one of the main pillars in the Tri Dharma of Higher Education. Accordance to the Law No. 12 of 2012, Article 1 Paragraph 9, *Tridharma Perguruan Tinggi* defined as Higher Education obligation to committedly perform education, research and community service, as unabridged. As one pillars of *Tridharma Perguruan Tinggi*, Community Service must be carried out by lecturers in Higher Education, unified along with education and research within a certain period of time simultaneously and inseparably.

Bali is home to one of the world's most vibrant cultures, famed for its dance and music, its ceremonies and fine arts. Over the years, the grace and charm of Bali and its people have earned this tiny Indonesian island numerous sobriquets of praise and homage. Painting is one of the highlight, besides carving, dance and many more. Other than canvas, as a medium of painting, Balinese artists also use other object to express their artwork.

This community service covers artisans of wooden egg painting, located in Banjar Gerih, Batuan Village, District Sukawati, Gianyar, Bali, Indonesia. Gianyar Regency, itself, well-known as the centre of art.

## 2. REVIEW OF LITERATURE

### 2.1 Creativepreneur

For certain people, word of entrepreneur sound more familiar compared to creativepreneur. So, what is that creativepreneur? Creativepreneur comes from the word creative and entrepreneur. Interpreted as entrepreneurs who do business in creative domain [7]. Creativepreneurship is a business activity or business that uses creative ideas that have added value to art and design as the backbone of its main activities [7].

Some of Creativepreneurship characteristics defined by Djoko Hartanto are the following [7]:

- Starting something new that originates from within.
- Perceive that creativity is a vital component of business success and naturally fosters creativity into business culture.
- Understand the value of the product and understand that a healthy margin is necessary for the survival of the business and industry.
- Understanding the needs and tastes of the market and their idealistic tastes and understanding how to find the point of meeting.
- Don't get caught up in business routines but provide time to pause, take visibility to evaluate business tips and time to experiment.

Another source stated that Creativepreneur run passion-powered businesses from creative principles, using digital teams, tools and tribes to expand their income and influence. Further said, creativepreneurs are not freelancers or small business owners either. There are three clear identifiers which are creating a business out of a passion, mission or sense of purpose 1); working in digital space 2); and understand creative principles thus apply them to the work, as well as in business [6].

E-commerce causes an essential impact on the development of information and telecommunication technology, thus significantly changing the way people interact with their environment, which in this case is related to the trade mechanism [5].

Internet and information technology have significantly changed human behavior and the way people do business, in several countries, so that it has brought human civilization to a new world termed "The Cyber Community" [5]. Online Market Utilization has been considered as alternative product marketing [6].

## 2.2 Community Service

Community Service, in Indonesia, is one of the main pillars in the *Tridharma* of Higher Education as indicated on Indonesia Law No. 12 of 2012, with reference to Higher Education, Article 1 Paragraph 9. It stated that 'Community Service is one of the pillars of the Three Principles of Higher Education'. Furthermore, explained in Clause 11, Community Service is an activity of academicians who utilize Science and Technology to advance the welfare of the community and educate the nation. In addition to that, paragraph 14 explains that Lecturers are professional educators and scientists with a main task of transforming, developing, and disseminating Science and Technology through Education. Accordingly, optimizing the role of Higher Education through Community Service produces innovations that can improve the competitiveness and welfare of the community and nation.

Empowerment is part of a development paradigm that focuses its attention on all principal aspects of human beings in their environment, varying from intellectual

aspects (human resources), material and physical aspects, to the managerial aspect. These aspects may be developed into socio-cultural, economic, political, safety and environmental aspects [1].

Accordance to the Law No. 12 of 2012, Article 1 Paragraph 9, *Tridharma Perguruan Tinggi* defined as Higher Education obligation to committedly perform education, research and community service, as unabridged. As one pillars of *Tridharma Perguruan Tinggi*, Community Service must be carried out by lecturers in Higher Education, unified along with education and research within a certain period of time simultaneously and inseparably.

So, what activities are considered on Community Service? Community Service activities are activities that include efforts to improve the quality of human resources, among others, in terms of expanding insight, knowledge and skills enhancement carried out by the academic community as an embodiment of *Dharma Bakti* and a form of care to play an active role in improving welfare and empowering the wider community especially for susceptible economic community [2].

Practically, in STMIK STIKOM Bali, Community Service is also involves students and scheduled by related Lecturers, consistently.

Considering current government priority agenda, called Nawacita, Community Service would be in line with point number 3, 5 – 9 which are as follows:

3. Build Indonesia from the periphery to strengthening regional and rural areas within the framework of unity.
5. Improving the quality of Indonesian human life.
6. Improving people's productivity and competitiveness in the international market.
7. Achieve economic independence by moving the strategic sectors of the domestic economy.

8. Revolutionizing the character of the nation.
9. Strengthen all diversity (*ke-Bhinneka-an*) and strengthen Indonesia social restoration.

### 3. DISCUSSION

Quoted from official page of the Directorate of Research and Technology Resources, the rapid technological development has entered the industrial revolution era 4.0, which emphasizes the digital economy, big data, robotic, artificial intelligence and so on, which is known as the disruptive innovation phenomenon. Compared to neighbour, Indonesia's competitiveness is at 36 out of 137. Singapore is in 3rd place, Malaysia is 23rd and Thailand is 32nd. Along with a Bachelor's unemployment rate of 8.8% / 618 thousand, the number of unemployed is open in Indonesia  $\pm$  7 million people from  $\pm$  128 million workers. Constraints lie in employee who does not have sufficient expertise to answer the needs of marketplace. Marketplace requires skills mixture that is different from those provided by higher education system. Therefore, it is a challenge for higher education tutor how they can produce future generations that are fit into the demand.

Indonesia is the largest archipelagic country in the world consisting of 17,508 islands, with a population of more than 258 million in 2016 where they are spread across islands throughout Indonesia.

Cultural diversity is truly Indonesian's cultural added value. This diversity can be used as capital in extracting creative ideas that are combined with the use of effective Information Technology that differentiate Indonesia from other countries. Not mentioning an external culture that also influence cultural assimilation thus increasing the cultural diversity. How can we bring this added value into play and drive it up to the right direction using every aspect of resources.

### 4. CASE STUDY

Bali today is one of the 34 provinces of the Republic of Indonesia and is divided administratively between the eight regencies of Gianyar, Bangli, Karangasem, Tabanan,

Buleleng, Klungkung, Jembrana and Badung. All these territories, however, take their names and boundaries from the feudal kingdoms that ruled Bali up until the turn of the century and thus have distinct cultural and historical identities.

Covering less than 2300 miles<sup>2</sup> (6,000 km<sup>2</sup>) with a population of 3 million people, this lush, diamond-shaped island attracts over one million tourists a year, each drawn by the promise of a paradise on earth. This is a land of startling geographical contrasts, of verdant rice terraces and sacred, mist-wreathed volcanoes, of white-sand beaches and dense tropical rainforest. And this is home to one of the world's most vibrant cultures, famed for its dance and music, its ceremonies and fine arts.

Known for its distinctive art, Bali declared as one of the main tourist destinations of Indonesia, painting is one of the highlight, besides carving, dance and many more. Other than canvas, as a medium of painting, Balinese artists also use other object to express their artwork.

This community service covers artisans of painting eggs, located in Banjar Gerih, Batuan Village, District Sukawati, Gianyar, Bali, Indonesia. Gianyar Regency, itself, well-known as the centre of art, as showed in Figure 1[3].

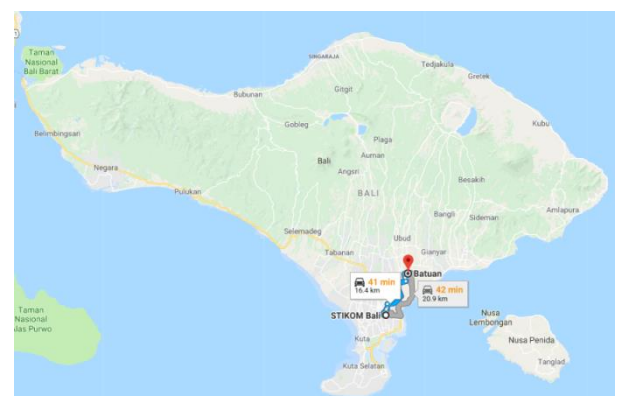


Figure 1. Map of Community Service Locations

Using Albesia wood as an object, it painted by fine hand craftsmen using traditional Balinese techniques, this wooden egg symbolizes the new life and shows the beauty of the scenery of Bali.

Learnt from existing situation analysis, the priority problems of partner were at product marketing which count on

conventional marketing method, word of mouth, individual consumers, so that partners passively wait for orders 1); and scope of marketing network that limited to local area in which also impacts on partner's uncertain income, depending on receiving order.

Based on the problems encountered, the use of online media, in this study an Online Marketplace, were taken as an alternative solution to streamline marketing as well as increase number of product sales. Using Tokopedia, as the online marketplace media, this community service was conducted focusing on online market media utilization.

Community Service carried out by several ways of approach, named pre, during and post methods, including one on one mentoring, demonstrations, on site practice, and a direct technical guidance, as well as online one using email correspondence and messaging.

Evaluation done through an interview to Egg Painting Wood's business owners, Mr. I Putu Suasta Yasa in Banjar Gerih, Batuan Village, District Sukawati, Gianyar Regency on Sunday, May 27, 2018, summarized how and where they were stand, compare to prior the Community Service. Evaluation were also performed to receive inputs from the craftsmen who has direct impact of community service activities undertaken.

Interview were chosen as a means of evaluation because these techniques can align questions or through approaches and are not formal. Meanwhile, an assessment of the results achieved can be seen both technically and in general.

During interview, researcher discovers that the conducted training were beneficial to craftsmen. This can be proved by their understanding and ability in using the Online Marketplace media, Tokopedia, to publish their Wood Painted Egg products.



Figure 2. Introduction to the Community Service



Figure 2. Raw Materials and Wood Painted Eggs Products



Figure 3. Wooden Egg Painting Activity



Figure 4. Wooden Egg Painting Exhibition

## 5. CONCLUSION

The conducted community service for artisans of wooden painting eggs, located in Banjar Gerih, Batuan Village, District Sukawati, Gianyar, Bali, Indonesia. Gianyar Regency brings a conclusion that technology, in this case, the practise of e-commerce and its environment can be accepted and implemented well and that participants know how to use it as a marketing tools for their products. It is also increase sales production, thus indirectly elevated local's income.

Wooden egg painting products has a high selling value for it is representative of Balinese souvenir. It is also can be customized to market demand. The process or activity of making a wooden painting egg itself also became a selling point, which can be offered to tourism stakeholders as a cultural activity packaged in exhibitions, tourist attractions and accommodation provider that can attract tourists.

By going online, using one of online marketplace, craftsmen focussed more on the quality of their creative product and engage with their potential market using technology information tools, be mobile and do an effective selling. And guess what? They already have Creativepreneur characteristic.

As one pillars of *Tridharma Perguruan Tinggi*, Community Service considered a must for lecturers in Higher Education, unified along with education and research

within a certain period of time simultaneously and inseparably. Appraising this Community Service as one sample of creativity initiation, where the use of community services in one institution is carried out by one person, of course we can do more by empowering all registered Lecturers and Scholars through community services and bringing Indonesia forward.

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