

# Creative Economy Based on Community Education

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**Keywords:** Creative Economy, Entrepreneurship Independence, Community Learning Activity Center (PKBM).

**Abstract:** This study explains that village entrepreneurship has now become a promising business prospect. The potential and abundance of natural resources available in rural areas make it a distinct support for business actors to concoct resources creatively. Community creativity in creating innovative products will add value and competitiveness. Therefore, business actors need to be assisted in creating new ideas in increasing their value added products through the process of assisting village entrepreneurship. This research applies qualitative method of case study, conducted in three locations namely PKBM Ash-Shoddiq West Bandung regency, PKBM Bhakti Pertiwi Regency Bandung, and PKBM Bina Sejahtera Subang Regency, as community education institution which is domiciled in rural and develop some program of economic empowerment of village . The results show that the formation of creative space is needed to stimulate the emergence of creative ideas, because humans who are placed in a conducive environment will make the creative products of economic value. The implication of this research is that community education has a major contribution to improving rural economy, community education as a solution to build people's creativity.

## 1 INTRODUCTION

Globalization brings about the impact of change in many areas of life in the world. One of which is the economic field. The world economy continues to shift as technology advances and human thinking. It is currently known as the era of creative economy. UNESCO (2013) defines creative economy as an activity of creating original knowledge, products and services, as a result of its own work (Anggraini, N., 2008); (Potts, J., Cunningham, S., Hartley, J., and Ormerod, P., 2008); (Galloway, S., and Dunlop, S., 2006); (Sternberg, R., 2017); Towse, R. (2010). Based on the understanding of the creative economy, of course, each individual has the same opportunities to be able to create works that have value to sell. This will lead to industrial competition, where the individuals who will survive are the innovators who are reliable in finding opportunities.

The result of BPS Survey (BPS) with BEKRAF (*Badan Ekonomi Kreatif*) in 2015 shows that the creative economy sector contributes 7.38% or 852 trillion rupiah to total national economy. While from the aspect of employment shows that the creative economy has absorbed 13.90% workforce of 15.9 million inhabitants. The number is greater than the previous year. West Java Province was selected by

the Central Bureau of Statistics (BPS) and the Creative Economy Agency (BEKRAF) as one of the objects of the Special Economic Survey (SKEK) with four other provinces (North Sumatra, DI Yogyakarta, East Java and Bali). The election of these five provinces as sample samples with excellent creative economic growth. Furthermore, the SKEK results reveal three sub-sectors that excel in creative economy in West Java namely, fashion, culinary and craft. (Tempo, 2017).

The development of a good creative industry in West Java is certainly born from the support of development from various parties, both government and non-government organizations. One of them is the role of PKBM (Community Learning Activity Center) as an institution that organizes various education programs in accordance with the needs of the community itself with community empowerment approach. PKBM as a unit of Outside School Education (PLS) develops learning activities aimed at improving the quality of communities designed together, by and for the community (Miradj, S., and Sumarno, S., 2014); (Wamaungo, J. A., 2010); (Wamaungo, J. A., 2013); (Auladi, I. R., 2013); (Maeliah, M., 2010).

PKBM also has a function to develop skills based on local potentials to encourage the creativity of the

community to be known to characterize its territory by maintaining local culture. This research formulation examines the development of rural industry based on community education, which is the contribution of PKBM in developing rural potency to be more productive and competitive. Several other studies have discussed the position of PKBM in empowering rural communities. (Zhang, W., 2011); (Sharma, T. N., 2015); (Vollmann, W., 2013); (Hasbi, M., 2013); (Yuriani, K. K., and Sampurno, Y. G., 2010).

This research describes the position of Community Learning Center (PKBM) in developing the creative economy based on rural industry. The study was conducted in three locations, namely PKBM Ash-Shoddiq West Bandung regency, PKBM Bhakti Pertiwi Bandung Regency, and PKBM Bina Sejahtera Subang Regency. Each area of Pagerwangi Village, Cimenyan Village and Ciseupan Village is a rural area. All three PKBM are located in highland areas that have a fertile texture of land, so that the majority of the population livelihood as the owner of agricultural land but not a few who become farm laborers. The low educational background of the community, even there are still illiterate people, the majority of youths working in urban areas, while the parents still maintain their daily life as farmers.

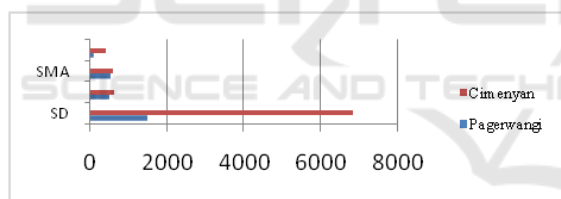


Figure 1: Number of Villager of Pagerwangi Village and Cimenyan Village Based on Background of Education.

Graph 1 above shows that the educational background of the population of the two villages is only SD (Pagerwangi), 1478 (56%) and Cimenyan Village 6,822 (78%). (West Bandung Regency BPS, 2016); Bandung District BPS, 2016). The area of PKBM Bina Sejahtera in Tanjungsiang sub-district was the same, which amounted to 19,120 people (43.37%) of elementary school graduates and 9,119 people (20.68%) of the population did not / had not attended school at all. (BPS Kabupaten Bandung, 2016).

PKBM as a forum of community education according to its mission is to strive to serve the learning community in order to develop towards improving the quality of life. PKBM organizes a skill /lifeskills program to solve the problem. The

existence of PKBM as a driver of economic empowerment, gives a satisfactory impact. Government's support and cooperation with PKBM stimulates the community to form a Sustainable Business Group that produces local products to date.

Based on several studies of researchers on poverty alleviation through community empowerment (Sutikno, S., Soedjono, E. S., Rumiati, A. T., and Trisunarno, L., 2015); (Hufad, A, Jajat, Purnomo); (Saludung, J., 2012); (Abidin, M. Z., Siswoyo, B. B., and Rahayu, W. P., 2016); (Wijayanti, DT, and Artanti, Y. (2017), indicates that assistance in economic empowerment by non-formal organizations has an impact on the attitudes and behaviors of the community to increase self-reliance in entrepreneurship The learners have shown their confidence to open their own businesses. insight into thinking and motivating people to learn to change for the better.

## 2 RESEARCH METHODS

The approach used in this research is a case study leather approach in 3 PKBM (Community Learning Activity Center) namely PKBM Ash-Shoddiq West Bandung regency, PKBM Bhakti Pertiwi Kabupaten Bandung, and PKBM Bina Sejahtera Subang Regency, with emphasis on emic, informants without coercion from researchers. The data were collected by interview, documentation and participant observation (Moleong, L J., 2007). The informant of this research is the learning community and program facilitator from PKBM. The end result is depicted in the process of developing a rural industry based on community education.

## 3 RESULTS OF THE STUDY

### 3.1 Case of Industrial Development in PKBM

PKBM Ash-Shoddiq in Pagerwagi Village together with the community to cultivate the potential of the area, namely cassava into *kicimpring* traditional food. Cassava as the raw material obtained from local farmers at a cheap price because it has established partnerships. This *kicimpring* has become a down-and-down processed that used to be enjoyed in everyday life. PKBM accompaniment resulted *kicimpring* with various variants of taste and various new forms. This manufactured *kicimpring* product

already has the identity of "Nugraha Rasa" and is registered in BOM with halal certified. Its products are sold with the cooperation of several stores and utilize the internet media. In fact, the creativity of this *kicimpring* effort has been published in television shows and other printed publications. This shows that the product has received high attention among the community.



Figure 2: Transformation of Cassava into Product *Kicimpring* Guided PKBM Ash-Shoddiq Pagerwangi Village.

Unlike the previous product, the product built by PKBM Bhakti Pertiwi Desa Cimenyan is still stage of development. Citizens started their business by producing *ranginging* by utilizing raw materials of rice and craftsmen who are average housewives. *Ranginging* has been there since ancient and is a traditional food region. Initially residents produce *ranginging* for their own consumption, but now already have a business group ready to receive product orders. This business group has not conducted promotional activities, just use the information mouth to mouth only. Thus, the product is produced when there is an order not ready stock. The *ranginging* product was marketed at the Sub-district exhibition, the Regional Government exhibition, the Education Office's exhibition and distributed to Saung Udjo.



Figure 3: Transformation of Rice Flour into *Ranginging* Guided PKBM Bhakti Pertiwi Desa Cimenyan.



Figure 4: Transformation of Sticky Rice into *Opak* Built PKBM Bina SejahteraDesa Cibuluh

Furthermore, business products developed PKBM Bina Sejahtera in Cibuluh Village together with residents learn to produce traditional food *Opak*. Traditional preparations are hereditary-based glutinous rice, because it is easily obtained at an affordable price. The traditional products have not undergone any modification at all, materials and shapes have remained to this day. This business group usually receives orders for celebrations and big events but those who order for resale purposes.

All three products are developed by PKBM by utilizing local potentials available in the region. Community empowerment program which is based on populist economy, emphasizing that the potential owned by society and the environment is the main capital or resources, in order to form an independent and creative society. *Kicimpring*, *Ranginging*, and *Opak* are traditional foods of West Java. Indirectly, the development of industrial villagers who have been fostered by PKBM has been keeping the traditional food as local wisdom and superior product of West Java.

### 3.2 Industrial Inhibiting Factors

Factors inhibiting the development of industry in the three business groups namely capital affecting the production process, distribution, and commercialization. Production is still using technology that has not been modern, such as cassava grinder or dough printing equipment. The limitations of the production equipment affect the speed of production and the amount of product produced. As for the drying process itself is still utilizing sunlight so that the weather will affect the product production process. As a traditional product, distribution permits issued by the Food Control Board such as BPOM and the Public Health Service do not have, but the patent rights of the products are not made, but they are important as evidence of cultural results.

Based on the observations of researchers, that traditional products have its own charm, especially for visitors who want to know the process of traditional food production. Moreover, the village is famous close to the tourist attraction in the Province of Resilience, which is well known by local and international tourists. However, the design and promotion has not been well established between industry doers and the government.

While the weaknesses themselves are *first*, the lack of education of rural communities. Facilities of educational facilities in rural areas are still low so that the quality of human resources has not been well developed. People need to be motivated to get a

quality education. *Second*, the lack of capital to develop community enterprises. This is an obstacle in the business, so it is only able to produce small scale. Third, there is no institutional support for the marketing of developed products, so the product is difficult to develop.

### 3.3 Factors Supporting the Industry

The strengths that support the improvement of the rural economy are *First*, Rural people have a distinctive characteristic of society compared to urban areas, still can be seen the attitude of tolerance and mutual help that is often seen in everyday life. *Second*, interest and entrepreneurial spirit is good enough, with support from various programs from PKBM, government and other institutions. The people are already eager and have the courage to start the business, thanks to the PKBM assistance. Business that focus on the typical food products of the region so as to preserve local cultural heritage. *Third*, the population already has business groups in their respective areas, so that they can share experiences and solutions to problems. *Fourth*, the location of the area is not densely populated and the availability of clean water.

## 4 DISCUSSION

The product developed by PKBM consists of three categories, namely a) the original product without any development or modification, b) the product of modification or development by adding or reducing the component of production, thus becoming a new product, and c) a new product of creativity or innovation citizens learn to create a particular product that is distinctive. PKBM position for these three categories is to act as an initiator and mediator to develop regional superior products.

The region's superior product is one of the outcomes of a culture-based creative economy. Culture-based creative economy can be the backbone of the Indonesian economy that will affect the lives of its people. Based on the results of the study, this can be measured from contributions to GDP, job creation, poverty reduction, and SME empowerment. (Honor, E., 2010); (Rini, P and Siti C., 2010); (Purwaningsih, E. (2010); (Marwanti, S., and Astuti, I. D. (2012); (RI, J. K. L., 2012).

Culture-based creative economy products will go fast if supported by the tourism sector. Both will be mutually influential if managed well (Romarina, A., 2016); (Ooi, Can-Seng., 2006); (Triardodo, S. and

Damanik, PJ, 2015) If viewed from the geographical situation, the rural heritage has the potential of agro tourism. The area of the hills with the livelihood of the population comes from agricultural products and plantations have the opportunity to become a tourist attraction to come to visit.

The concept of tourism activities is defined in three broad categories, something to buy (Yoeti, O., 1985). The three categories are, creative economy can be started with something to buy that is creating a product that characterizes the region. Typical products are already owned by the three villages above, although still to be developed in order to have more distinctive characteristics of the region. Further development is in the category of something to see, that is, the village attempts to arrange the place of business so that the visitor can see the production process of the produced product. This effort needs to be supported by facilities and infrastructure that support for the presence of visitors. Once the process is achieved, then on the aspect of something to do, visitors can actively participate in the production process.

This creative economic development will be better if the area has innovative products that are competitive. This processed product will indirectly involve individuals and business entrepreneurs who come into contact with the cultural sector (Suparwoko, 2010). PKBM as an institution that accommodates community education will surely fully support the development of creative economy. PKBM needs to provide assistance to the community to realize the creative economy. PKBM can organize trainings to the community. PKBM can be a community communication center in the progress of the creative economy, a forum for sharing information and formulating solutions with regard to obstacles in the development of creative economy. PKBM as an institution can also establish partnerships with other institutions in terms of marketing, as well as the collection of investments.

PKBM support is in line with the PKBM philosophy in more detail as the center, activities, learning, and society. First, the center that PKBM becomes an easy place for people to communicate, coordinate, and cooperate with various parties, both PKBM and outsiders, such as Government, national institutions, international institutions, and so forth. Second, the activities that PKBM exists to organize useful and quality activities for the local community. Third, learn that PKBM organizes activities that can improve the people's self-capacity for a better life. Finally, the community that PKBM was created based on the joint efforts of the community, by society, and

for the community (Directorate General of PAUDNI, 2011); (Himayatrohmah, E., 2017); (Rizka, M. A., and Gustiana, D., 2015); (Irwan, S., Ahmad, H. D., and Fathin, D., 2016).

PKBM is very dependent on the needs of the community that must be accompanied by the support of government and other developer institutions to continue to grow in supporting regional development. Development is done will reduce the barriers in economic and social life, such as lack of knowledge and skills as well as lack of job opportunities. Development of rural agribusiness can be an alternative for future village development.

## 5 CONCLUSIONS

The era of entering creative economy, including the village that has abundant natural potential also has its own chances. However, limited human resources make the opportunities smaller. Here, the role of PKBM as a forum for community learning is needed to jointly develop product creations that have their own competitiveness. Lifeskills program has motivated citizens to learn to be entrepreneurial with products that characterize the region. The development of this simple industry is a distinct achievement for West Java, as it supports the resilience of superior food products and local wisdom.

However, in the development of business certainly not running smoothly, many obstacles will be faced. For the sustainability of these efforts, it is necessary to establish cooperation and gain support from various parties to protect the creativity of business groups. Supporting the geographic location of villages and human resources can shape the development of more advanced villages.

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