

Students' Creative Industry Development: A Community Based Research in STIE Sumbar

^aReflianto, ^bNurtati, ^cNovi Yanti

^{a-c}STIE Sumbar Pariaman

ABSTRACT

The rate of educated unemployment in Indonesia requires educational institutions, especially universities or college to strengthen the entrepreneurship curriculum that could deliver some new entrepreneurs, which in turn can reduce the educated unemployed. Purpose of this paper is to share experiences in the community service activities in the development of creative industries of digital printing for college students. The development of creative industries involved student community of STIE Sumbar. This program provides training creative industry of digital printing to produce a variety of merchandise products. The target of this program was delivering new entrepreneurs among students for a more active role in the creative economy industry. In addition, this program is also to strengthen the entrepreneurial spirit of students in Higher Education. Projects carried out during these six months and has already provided the knowledge and entrepreneurship training, and has opened up opportunities and strategies for students to build a creative economy industry in a wide range of digital printing products that have high demand levels for the academic activities of national conference and internasional for example banner, logo and t-shirts. Basis expertise provided in this training is the ability to create a design by using Corel Draw program to create a range of innovative merchandise. The project has been successfully delivered ten new entrepreneurs in the field of creative industry of digital printing. For local government is expected to support this program by issuing a regulation on the development of creative industry housing for college students. meanwhile for higher education institution is expected to collaborate together in building a creative economy business program at the college level through joint college community.

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1. Introduction

Increasing the working competition in the globalization era today requires that colleges to have renewal curriculum, not just the program of study curriculum, but also strengthen the extracurricular curriculum for students in the form of coaching and training for entrepreneurship. In the last few years based on a statistics bureau report, educated unemployment rate in Indonesia is still quite high. It has proved that the current education curriculum in higher education has not given yet a lot contribution to overcome the problem of educated unemployment in Indonesia. Until 2017 recorded the educated unemployment contribution for 3900 people (CBS 2018). In handling of this problem,

KONTAK: Reflianto ✉ refliantomuslim@gmail.com; Nurtati ✉ nurtati@gmail.com; Novi Yanti ✉ noviyantizavi@gmail.com ✉ Jalan By Pass Padang, Apar, Pariaman Utara, Kp. Gadang, Pariaman Tim., Kabupaten Padang Pariaman, Sumatera Barat, 25522.

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the government need for a program to improve the resource quality of college graduates not only in the field of religion and science, but also in the field of entrepreneurship to open a new business opportunities.

Education reform in the United States that changed the paradigm of graduates should be superior and able to respond to market demand. To efforts to improve the quality of higher education was done in United States through creative negotiations with central and local governments to establish Enterprises Based intellectual in the campus through the development of creativity and work skills Creative Industries among college students (report of a conference University of Cambridge 2011).

Condition of university graduates is now contributing more unemployment than professional workers and academic. It is a big challenge for universities, especially universities in Indonesia. The Human Development Index for Indonesia, from 121.2 million labor force, only 114 million were absorbed by expanding sectors. It shows about 7.2 million unemployment or reached 5.92 percent of all college graduates (CBS, 2018).

Community Services Program of job-oriented education was done by Yun-Kyoung Jung in South Korea reported that the realization of graduates ready for self-employment is not maximized due to the developed program was not well organized as yet a strong commitment between the parties involved and the extent of coverage training provided participation of schools and colleges in implementing the program seriously and support vocational education practitioners and experts are still not maximized (Yun-Kyoung Jung 2012).

UNESCO in 2018 conducting the modernization of education development by implementing job-oriented education. This project involves the universities, industry and community partners. (UNESCO, 2018). Results of studies have reported the failure of education in Chile in building discipline, ethics, quality of learning and job training during this time due to the orientation of education only focus on academic achievement alone. This failure at least impact on the quality of college graduates in gaining access to jobs in Chile as reported by Global Competitiveness Report (2015) and World Times Information Society Index 2017, which puts Chile in the ranking of all 41 graduates were absorbed labor sector is far below Ireland, Korea and the Republic of Croatia.

Situation of university graduates in recent years based on a statistics bureau report has not been much to contribute in overcoming the problem of unemployment in West Sumatra. Until 2019 recorded educated unemployment contribution for 3900 people (CBS 2018). To address this need for a program to improve the resource quality of college graduates not only in the field of science, but also the skills for entrepreneurship in order to be able opening the new business opportunities independently.

Sekolah Tinggi Ilmu Ekonomi (STIE) Sumbar as one of the private college of West Sumatra is still a great attraction for graduate SMA / MA / SMK in West Sumatra. Demand for new students enter to this university increase of 4.3%. Growth figures entering and graduating students are not comparable with the absorption of graduates labor, which led to many university graduates are unemployed. To overcome this problem, it necessary an intellectual ideas for innovation in higher education through the development unit program of intellectual products in campus as a container for a pioneering to birth of new independently businessman and intellectual products that became the pride of the campus.

In Indonesia, current report from CIDIES (2018) reported the number of students reaching 7.5 million of the estimated 77 million school-age population. The problem is, how to accelerate quality improvement and open the employment opportunities for 7.5 graduate in 4 years. Improving the quality of education equitably is essential for the issue of the existence of a nation with no distinguishing cultural identity community. Dropping a society of a nation in general proved to be a stumbling block and a source of problems for the nation's development. On this basis, we need to establish a higher education system that does not just focus on strengthening the academic quality

but also build entrepreneurship spirit among the students, hence the birth of new business actors in the campus environment.

2. Method

This research used a community based research. This model used a mixed method approach. This approach is considered appropriate due to study the problems and gain deeper meaning of the activities in the field. Dedication to the community-based research will produce descriptive data in the form of words or the views of the people and observed behavior (O'Fallon LR, Dearth, 2012). The target group of this program is college students at STIE Sumbar. Selected participants are graduates corel draw ability selection stage. Setting this program with community-based research is divided into four stages, namely Laying Foundation, planning, collecting data and action and finding. Includes survey and focus group discussion for improvements the quality of project and sharpening the Digital Printing skill. The Industry training activities was conducted from September 22 to December 8, 2018 at the Computer Room of STIE Sumbar.

Instruments community service activities are the researchers, Observation Sheet, Interview Guide documentation and field notes. The technique of collecting data using questionnaires, observation, and assessment guidelines for student motivation to become entrepreneurs. Analysis data of this research used statistical analysis techniques of "frequency distribution" to analyze the results of the initial survey, and qualitative analysis to measure the increase of student motivation to become entrepreneurs (Sugiyono 2013).

3. Finding and Discussion

The Community Research was conducted with students of STIE Sumbar. It aims to empower college graduates are ready-made and ready to work after completing his education at the college. Preparation of building the creative industry of sports merchandise begins to mobilize 20 talented students of management and accounting major. They were elected cadres are students who have passed the selection of corel draw design capabilities as a condition of becoming future entrepreneurs in the line of any merchandise industry sector, both in the product sector and services sector. In this first year the focus target is to train the creative industry business management skills and provide students' soft skill design of various merchandise products through the reinforcement of the digital printing business and marketing for attractive design of merchandise product by using Corel Draw. The training program was carried out in the workshop for 10 weeks. The purpose of this activity is to prepare candidates for new entrepreneurs who have a variety of different product design of sport so that it can be the opportunity for them not only to digital printing industry sector but also to other digital printing products.

Through the program, the colleges' students trained by the expert who have rich experiences in the economic creative industry of digital printing business. Design training given for a variety of merchandise products, souvenirs and academic accessory allows the pioneering efforts of students in the digital printing business in The college of STIE Sumbar as the target.

The workshop exercise was held to strengthen the students' ability to master in the technology of design by using Corel draw program. With a design expertise that they should have, it enable for them to gain employment in the digital printing sector both as design services or digital printing products, both the theme of sport and other in accordance with consumer demand as the end user of this business sector. The main target is the end user all the activities in the college of STIE Sumbar. This market expansion would be done by developing cooperation between the creative industries was built by the college of STIE Sumbar with other university. The market target was focused to design services and digital printing product, any logo creation activities and events in Campus of STIE Sumbar for example T-shirt design for sports even, procurement shirts for a variety of student

activities in the campus and other procurement plaques for various national and international conference that was carried in the field of University in West Sumatera. The main exercise is the design product of sports merchandise in the hope can produce prospective new entrepreneurs (*tenants*) are ready-made and ready to work to manage and run the Digital Printing business was Guided by college of STIE Sumbar as a long-term target (outcome) of this activity are.

- Expand the market share of products in partnership with other universities in West Sumatra.
- Developing cooperation in the implementation of training for various product design of merchandise, souvenirs and sports accessory as well as events in other campus
- College graduates are ready-made and ready to open their own jobs in West Sumatra.
- Produce the new entrepreneur in the field of creative industry in the campus environment at the west sumatera college
- Overcoming the educated unemployed in West Sumatra and even in Indonesia.

The program is conducted training to students who have the soul of business and have been working in the business of digital printing products for become cadre as new entrepreneurs who will manage and run the house of students' Creative Industries of STIE Sumbar in order to give birth to graduates of STIE Sumbar who ready-made and ready to open their own jobs as new entrepreneurs in West Sumatra, so the numbers of educated unemployment can be reduced.

By developing cooperation between academia from STIE Sumbar and Creative Economy Participants of Elba Printing addressed at Jalan Gajah Mada Gunung Pangilun Padang is to jointly carry out the training program of corel draw design. This training is to create a variety of characters and motifs of the image to be printed to become the merchandise product, such as souvenirs and accesories themed academic events and training the graphic design to strengthening their soft skills and hard skills for the printing process. Both skill are very useful for new businesses that want to move in the creative industry sector of sports merchandise, therefore, the decision of a good commitment to hold the pilot project in the first years focusing to the development of student creative industry based on digital printing technology under guidance of STIE Sumbar Pariaman. The outcomes of this program are to birth new tenant from the relate4d college students.

The activity of creative industry training is the design of a variety of sport merchandise products, souvenirs and sports accessory based digital printing, not only in the campus environment but also outside of the campus. This activity was commenced from September 22 2018 up to November 10, 2018 with members of the training 20 students who passed the selection from 27 participants who are interested in the training. The training activities was carried out for 10 weeks. Training provided for 10 weeks is divided into three categories: the strengthening of industry management, namely the reinforcement of soft skills (make printing digital design by using Corel Draw) and hard skills, namely the skills to make the printing process manually and digitally by using a digital printing machine. Soft skills include design materials and setting file to be printed, to introduce materials and digital printing machine, introducing lamination and gloss finishing processes, techniques of digital printing print media, print finishing outdoor and science of manual procedure of digital printing machines. The second material is a business management.

The second material is about entrepreneurial science, business feasibility and creative industry business opportunities for digital printing sports merchandise. This material consist of several topics including building the spirit of entrepreneurial, creative industries of the business sector, the feasibility, the challenges of the creative industry, business development of digial printing and understand the market and demand for the creative industry today.

The third material is strengthening the management and governance of the creative industry of sports merchandise that will be pioneering. This material contains strengthening science of Business Management, Business Ethics, Building Business Networking, Market Segment Mapping, science leadership and building an online networking.

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On the fourth day of training, the material focus to make a graphic design products. This activities starts from 08.00 pm by opening the discussion about the problems faced by the participants in the task of practice at home given to design a interactive products for a variety of souvenir products, merchandise and academic accessory which often ordered by universities in the academic event like seminars or conference. The practices was to design the creation of plaques, digital t-shirt, accessory for seminars or conference such as bag, seminar shirt, seminar kits, Pens and other. The material was delivered directly by Rudi Hartono with two credit. The next training material is to emphasis on the Printed Finishing Products in Outdoor. Participants are given the opportunity to contribute his thoughts in order to produce the right solution that can help students solve their problems. This material started from 10:00 Am to 12:00 AM was taught by Rudi Hartono with 4 credit. This material is more on providing training to participants with various cases and types of graphic design, from the setup file graphic design, cutting and finishing lamination and gloss as well as preparation for digital printing. On the fifth day, the training starts at noon that after the midday prayers and lunch. The material in this session is about Digital Printing machine with 4 credit. This subject matter was taught by Rudi Hartono from 1.00 pm until 5.00 pm.

Especially for training of Digital Printing all subject matter was taught by the experts who are experienced in the business, he is Rudi Hartono and he also have a digital printing business in the field of digital printing. The total credit for training is about 24 credit during 5 days training. Other materials are the Strengthening Entrepreneurship and Managerial Sciences, Business Ethics, Building Business Networking, Market Segment Mapping, Simulation Conflict Management and Business Management.

Evaluation of Student Digital Printing Capabilities

Before training begins prior measurement of graphic design skills trainees obtained when the selection of 20 people have potential category for a cadre become new entrepreneurs in the field of digital printing industry with good enough category with the following results

Table 1. Summary of Participants Category will be selected Become Candidate to The New Tenant in the phase of Selection

No.	Category	Interval	Frequency	(%)
1	Low	≤ 60	6	30.0
2	Good	60-79	11	55.0
3	Excellent	> 79	3	15.0
Total			20	100

Source: data proceeded, 2019

Based on Table 1 above, the scores of pre-test of student the ability to create graphic design for digital printing business training in the Creative Industries Program of STIE Sumbar is divided into three intervals, ie low, good, and excellent. There are 6 participants (30%) who had low scores on the ability to create graphical desain, 11 participants (55%) were either in writing graphic design and 3

participants (15%) were very good at making graphic design for digital printing business.. in the following of post test results the students skill in the graphic design after attending a workshop as can be seen in Table 2.

Based on Table 2, the post-test scores of students spawned a variety of graphic design for digital printing business which followed participants were divided into three intervals, ie low, good, and excellent. Participants who earn a high score is greater than 79 as many as three students (15%). None of the participants who has score below 60, which means none of the students who received the lowest score. Most participants get a score above 80 as many as 17 people (85%), which showed an increase in the ability of mastering graphic design for digital printing skill by a trainee after following the training program. Data Comparison of Test Scores between Pre and Post-test capability in the Desain Graphical Industry of Digital Printing can be seen in Table 3.

Table2. Summary of Prospective Participants Category to become New Entrepreneurs After Being

No.	Category	Interval	Frequency	(%)
1	Low	≤ 60	0	0.00
2	Good	60-79	3	15.00
3	Excellent	> 79	17	85.00
Jumlah			20	100.00

Selected Following Training

Source: data proceeded, 2019

Table 3. Comparison of Statistics Scores between Pre-test and post-test

No.	Statistics	Pre-test	Post-test
1	N	20	20
2	Top scores	82	90
3	lowest score	53	72
4	Mean	68.60	85.17
5	Mode	58.00	87.00
6	Median	69.15	86.70
7	Standard Deviation	9035	4,978

Source: data proceeded, 2019

From third Table above, can be compared between the scores pre-test and post-test of students capability to makes graphic design for digital printing business. Seen that the pre test of high scores of 82 and low of 53. The increase occurred in the post-test with the highest score of 90 and the lowest score 72. This shows an increase in the average score mastery create graphic design for digital printing business by participants between before following training and after training. It showed no

difference in the average value significantly between the pre-test and post-test. Comparison of digital printing knowledge between before and after the training program can be seen in the Table 4.

Table 4 Comparison of Statistical Data of students Knowledge of digital printing between before and after training

Data	t _{value}	Sig	df	Level
Compare Pre-Test and Post-Test	7.186	0.013	38	0.013 < 0,05 Significant

Source: data proceeded, 2019

Based on the result of SPSS can be seen the significance level of $0.000 < 0.05$, which means that there are differences in the ability of mastering graphic design for digital printing industry between before and after the following the workshop of creative design in the any merchandise product based on digital printing by using Corel draw to twenty students are expected to be the perpetrators of the prospective new entrepreneurs in the field of digital printing creative industries that will be placed at the Center of students' creative industries in STIE Sumbar. From the test results of independent t-tests obtained results of the comparison of student ability in the soft and hard skill of digital printing practice. It is significant different between the skill of their have before and after following the program.

4. Conclusion

The program of building of digital printing creative industry for sport merchandise products to university student of sport science faculty can be concluded that this program has provided coaching and cadre of new entrepreneurs (tenants) in the college of STIE Sumbar. The program is the first step to starting a new business sector in the creative industries merchandise and all sectors related to digital printing services. At least the project as the first year is able to increase the students' motivation and their soft skills and hard skills in the business of digital printing especially in mastering to make any kinds of design, motifs for sport merchandise product such as designing costumes for academic event, designing bag for national and international conference, designing the banners and promotional banners for academic events and making various themed of other international conference. The program is expected to birth about twenty potential new entrepreneurs. The program of industrial creative training had significant differences of student spirit to become entrepreneur between before and after following the program which the average interest of students to become entrepreneurs increased from (63.20%) becoming (87.62%). In terms of job skills of trainees is increasing. This community service program was recommended to collaborate with other college or universities in order to expand the creative industry network of students in West Sumatra.

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