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Economy Rempowerment for The Creative Community's Economy: A Case Study of Mask Connectors Business After Pandemic

Budimansyah*, Dimas Pratomo, Indry Damayanti Rahma

UIN Raden Intan Lampung, Bandar Lampung, Indonesia

*Corresponding author: budimansyah@radenintan.ac.id

Abstract

World Health Organization (WHO) explains that Coronaviruses infect the respiratory system. All activities are limited. Anxiety and panic certainly landed in the hearts of business people when the economic crisis spread to almost all countries in the world due to COVID-19. Consumers will only purchase primary goods and tend to avoid purchasing secondary, let alone tertiary goods, thus having an impact on the demand (supply) side. The slowing pace of the Indonesian economy will affect various economic sectors. So the author wants to tell the people in Pahoman Village, Enggal District, Bandar Lampung City, about the creative economy, so that it can be profitable and provide benefits to other people. The methods used are based on community service, such as socialization/counseling, training, mentoring, and interviews. This writing concludes that making mask connectors will still open up business opportunities after the pandemic. By conducting this training, people can be creative and develop a creative economy so that it can help generate ideas for entrepreneurship.

Keywords: COVID-19, Creative Economy, Training, Business

INTRODUCTION

The World Health Organization (WHO) explains that Coronaviruses (Cov) are viruses that infect the respiratory system. This viral infection is called COVID19. The Corona virus causes the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). According to the Indonesian Ministry of Health (in Hanoatubun, 2020), the development of the COVID-19 case in Wuhan began on December 30 2019 when the Wuhan Municipal Health Committee issued a statement "urgent notice on the treatment of pneumonia of unknown cause". The spread of the Corona virus is very fast, even across countries. To date, there are 188 countries that have confirmed exposure to the Corona virus. The spread of the Corona virus which has spread to various parts of the world has had an impact on the Indonesian economy, both in terms of trade, investment and tourism.

Meanwhile, according to the Minister of Finance of the Republic of Indonesia, Sri Mulyani Indrawati predicts that economic growth in its worst condition will reach -0.4%. Anxiety and panic certainly landed in the hearts of business people when the economic crisis spread to almost all countries in the world due to COVID-19. The existence of restrictions on leaving the house while still carrying out activities at home and individual quarantines makes customers even more isolated. Consumers will only purchase primary goods and tend to avoid purchasing secondary, let alone tertiary, goods, thus having an impact on the demand (supply) side. (Abdi & Febriyanti, 2020)

Furthermore, the process of economic decline shows that the disaster caused by COVID-19 has damaged the smooth mechanism of market formation amidst minimal demand and supply. The slowing pace of the Indonesian economy will affect various economic sectors, one of which is the creative economy sector. The creative economy can be said to be an economic concept in the new economic era that intensifies information and creativity by relying on ideas and stock of knowledge from Human Resources (HR) as the main production factor in economic activities.

In Indonesia, the creative economy has been recorded as starting since the Indonesian Cultural Products Week was first held in 2007. In 2009, the Indonesian Government issued Presidential Instruction Number 6 of 2009 which regulates the development of the creative economy, one of the pioneering areas. Gross Domestic Product of the creative economy is projected to exceed 1,000 trillion in 2017 and increase to close to 1,102 trillion in 2018. The existence of creative economy entrepreneurs is in fact still unstable during the COVID-19 pandemic and is even unable to survive operating, aka going bankrupt, during this global recession. (Jufra, 2020)

Based on the problems above, the author wants to inform the community in Pahoman Village, Enggal District, Bandar Lampung City, about what the creative economy is to the people in Pahoman Village and also wants to invite the community to develop their creativity so that it can be profitable and provide benefits to other people. . This activity is carried out in the form of community service in the 2021 KKN-DR program by providing outreach and providing training in making mask connectors. The targets of implementing this activity are several communities in Pahoman Village, Bandar Lampung. It is hoped that this activity can create and developing the creative economy and opening up community business opportunities during the COVID-19 pandemic.

METHODS

Methodology The implementation of service is carried out in several activities, namely socialization/counseling, training, mentoring and interviews.

1. Socialization

This outreach activity is carried out door-to-door or from house to house. This method was implemented because of government policies related to Community Activity Behavior Restrictions (PPKM) in July 2021. This socialization tells the public what the creative economy is and how the community can create a creative economy and open up business opportunities during the COVID-19 pandemic by making connectors. pearl beaded mask.

2. Training

During the training, the community will be told how to make mask connectors using pearl beads. The way to make the mask connector is as follows:

a. Tools and Raw Materials

1. Raw materials: Send rope/nylon thread, synthetic pearls, bulb pins.
2. Equipment: Scissors



Figure 1 Tools and Materials

b. Work Stages

1. Prepare the tools and materials above.
2. Prepare pearls, bulb pins and 1 long cut string.
3. Then, the rope is bent into 2 parts.
4. Insert and tie the bulb pin as the end of the mask connector.
5. Insert the pearls alternately or according to each creative pattern.
6. Insert the bulb pin and tie it again as the end of the mask connector.
7. Mask connector is ready to use.

The aim of holding this training is to improve the level of citizen participation in creative economic activities, improving the standard of living (economy) and creating new entrepreneurs.

3. Mentoring

Assistance is provided to ensure that the training provided can be utilized by the community. (Pradikta et al., 2021) Used to open business opportunities during the COVID-19 pandemic.

4. Interview

The author asked several questions related to the implementation of the training activities to obtain data. This research was carried out in the homes of each community around Pahoman Village. There are around 10 people who carry out this training. This training on making mask connectors was held for 2 days, starting on July 15 and the second day on July 16 2021.

RESULTS AND DISCUSSION

The implementation of community service activities is carried out with the aim of creating and developing and creating a creative economy as well as opening up business opportunities in the time of the COVID-19 pandemic. The following is a description of the activities regarding the implementation of the activities based on the arrangement of the activities.

1. Socialization

The beginning of this training was filled with providing outreach to several communities, namely 10 people in Pahoman Village, Bandar Lampung. In this activity the author provides outreach regarding what the creative economy is and how to increase people's creativity through making mask connectors. Activities are carried out door to door.



Figure 2 Socialization of the Creative Economy

2. Training

The training activity was carried out by making mask connectors for the community, namely mothers in Pahoman Village.



Figure 3 Creative Economy Training

3. Assistance

The author accompanies the community in making mask connectors. Mentoring aims to ensure that the community can utilize and practice what we have taught the community regarding training in making community connectors.

4. Interview

The author conducted interviews related to training and what the opinions of several people in Pahoman Village, Bandar Lampung were. The results obtained were that several people said that training in making mask connectors could open up business opportunities during the pandemic. They said this activity could generate income because it could be sold to the public. Then, with its unique shape, it can be used as an accessory.

The public does not find it difficult with the training process for making mask connectors. Their

hope is that in the future, it can increase the skills of the people in Pahoman Village and can be taught to children because it can be made easily and can be useful for other people.

The public also hopes that this mask connector product can be better marketed and can develop small economic businesses during the COVID-19 pandemic. So that it can help residents in entrepreneurship.

The results of making ready-made mask connectors were then given to residents who took part in the training.



Figure 4 Results of Making Mask Connectors

CONCLUSION

The Corona virus is zoonotic, which means it is transmitted between animals and humans. According to the Indonesian Ministry of Health, the development of the COVID-19 case in Wuhan began on December 30 2019 when the Wuhan Municipal Health Committee issued a statement "urgent notice on the treatment of pneumonia of unknown cause". According to the Minister of Finance of the Republic of Indonesia, Sri Mulyani Indrawati predicts that economic growth in its worst case will reach minus 0.4%.

Slowing it down The pace of the Indonesian economy will affect various economic sectors, one of which is the creative economy sector. In Indonesia, the creative economy has been recorded as starting since the Indonesian Cultural Products Week was first held in 2007. In 2009, the Indonesian Government issued Presidential Instruction Number 6 of 2009 which regulates the Development of Creative economy, one of the pioneers of land.

Based on Some of the problems that have been explained, the author would like to inform the community in Pahoman Village, Enggal District, Bandar Lampung City, about what the creative economy is to the people in Pahoman Village through holding training on making mask connectors together with residents in Pahoman District, especially women. mother in Pahoman Village. From the results of interviews conducted during this training, the response from residents was very positive, according to several residents who were interviewed who said that training in making mask connectors could open up business opportunities during the pandemic. They said this activity could generate income because it could be sold to the public.

Then during the training the community did not find it difficult with the process of making this mask connector. Their hope is that in the future, it can increase the skills of the people in Pahoman Village and can be taught to children because it can be made easily and can be useful for other people. The public also hopes that this mask connector product can be better marketed and can develop small economic businesses during the COVID-19 pandemic. The tools and materials used are very easy to find and not too expensive, namely nylon thread, bulb pins and synthetic pearls.

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