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Partnership and Collaboration System to Increase Creative Industry Sales Tangan Di Atas (TDA) Community of Semarang City

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Abstract

Tangan Di Atas (TDA) is a community of young entrepreneurs in Indonesia and spread across various regions, one of which is Semarang City. There are various business fields in the TDA Community of Semarang City such as culinary, fashion and so on, including the creative industry sector. The development of the creative industry presents its own challenges for every individual, namely becoming a producer who is always thinking about creating creative and innovative products. However, there are several obstacles faced, such as 1) Not having knowledge about the importance of partnerships and collaboration; 2) There is no cooperation in running a creative industry business; and 3) The TDA community network is not yet optimal as a medium for collaboration between entrepreneurs. The method used in this service is to carry out socialization as the first stage, then continue with providing comprehensive, integrated and sustainable training. After that, the service team facilitates efforts to increase sales of creative products through business camps, coaching clinics, product promotions and so on. After that, intensive and continuous assistance is carried out. After carrying out this service activity, creative industry players, especially the TDA Community of Semarang City, can intensify and optimize partnership systems, integrated collaboration and other business development efforts.

Keyword: Creative Industry, Collaboration, Partnership, TDA of Semarang City

INTRODUCTION

The creative era that was born was marked by the growth and development of the creative industry using ideas, skills and innovation as the main capital which should be an opportunity for creative industry players. Ideas are important in developing products (Howkins, 2002). The practice of developing the creative industry is based on Presidential Regulation of the Republic of Indonesia Number 6 of 2015 concerning the Creative Economy Agency and on January 20 2015 President Joko Widodo formed an official institution specifically dealing with the creative economy, the Creative Economy Agency (Bekraf). In practice, the creative industry that is currently developing is influenced by people's lifestyles, namely creative people who always strive to produce innovative creative products to meet tourism needs. In the creative economy era, it is hoped that people will prefer to become creative people who can strengthen the economy of their families, communities and countries.

The creative economy is understood as an industry that focuses on the creation and exploitation of works owned by intellectuals (Rofaida et al, 2019). The main capital needed in the creative industry is not large-scale physical capital or large machines, but creative and resilient labor capital, a combination of creativity, expertise and individual talent. According to the Ministry of Trade of the Republic of Indonesia in the book Development of Creative Industries Towards the 2025 Creative Economy Vision, creative industries can be grouped into 14 sub-sectors and in its development one more sub sector was added to make it 15, namely: 1) Advertising; 2) Architecture; 3) Art Goods Market; 4) Crafts; 5) Design; 6) Fashion; 7) Video, Film and

Photography; 8) Interactive Games; 9) Music; 10) Performing Arts; 11) Publishing and Printing; 12) Computer Services and Software; 13) Television & Radio; 14) Research and Development; and 15) Culinary.

The creative industry is a dynamic source of job creation and includes a variety of traditional professions that are important for sustainable livelihoods and community welfare (Fitrihana, 2017; Hasan, 2018). The creative industry is an important sector for the national economy and has great potential in increasing national income, improving community welfare, access to employment opportunities and so on if it can be managed and handled optimally (Abisuga & Sirayi, 2018; Sudaryanti et al, 2022). The Creative Industry is currently booming in most parts of the world, many companies are starting to pursue this business because the results are very promising and even profitable. Nowadays, many people are engaged in the creative industry business sector, although in fact they never realize that the business they are involved in is included in the creative industry level (Harly & Octavia, 2014; Ayu & Sulistyowati, 2021). Current technological developments support society to hone creativity in innovation and change. The creative industry is an industrial industry that originates from the use of individual creativity, skills and talents to create prosperity and employment opportunities through the creation and utilization of individual creativity, skills and talents which have the potential for wealth and the creation of job opportunities (Ariadne, 2021).

In Indonesia, there are many regions that continue to strive and synergize in developing the creative industry sector, including the city of Semarang (Hidayat & Handoyo, 2022). The city of Semarang is not only known as an area with attractive tourist attractions, but also has the potential for a spectacular culinary industry in the fields of fashion, food, crafts and so on. Various communities developing the creative industry sector are also growing rapidly in number. This aims to help boost the potential of Semarang City, assisting local governments in optimizing their local potential, one of which is through Tangan Di Atas (TDA) Community of Semarang City. Tangan Di Atas (TDA) Community is a forum for Indonesian entrepreneurs to join. TDA members are people who have similarities and interests in the business world, whether they want to start or who already have a large business.

TDA Community of Semarang City members who operate in the creative industry sector include:

Table 1. Creative Industry Members of the TDA Community of Semarang City

Owner	Business Name
Annisa Ayu	Niyura Butik
Endang Tri Pangestuti	Dapoer Cinta
Nur Indah Ayu	Aneka Nasi Daun
Didik Listi Abi	Digibook
Sulistyowati	Bella Collection
Anton Atmoko	Printpackindo
Achmad Lazuardi	Jitu tiketku
Suharyanti	Sri katon
Madya pramuadi	The Scraft
Novi Nurul	Mak Ndut
Moya Muhtadi	Bihan
Bahtera Muhammad	Clothink
Annana Siatallaili	Shesuka
Aziz Abdullah Bajjasud	Bj Homemade
Stefanus Mursito	Lunpia cenol
Eka Persta	Cuttlinery
Silsa Rida Noor	Tangan mamaku
Purwitosari	Pandanaran food

Members of the TDA community of Semarang City who have just started entrepreneurship in the creative industry sector, have problems being able to produce but where to sell it, who the user is, and how much the price will be determined. Becoming a producer is not only able to create creative and innovative products but also requires marketing skills to sell. Considering that there are many kinds of products that people need from creative ideas, the weakness in distributing them needs to be bridged by collaborating and networking with business actors, especially the creative products industry. The network of creative product producers aims to

capture market taste needs of various types, quality and variety.

The vastness of the creative industry market and the already accommodated members of the TDA community of Semarang City have apparently not been able to be utilized as an opportunity to gain increased sales. This is because there is still no connection between members. Even though being in the same industry allows them to form partnerships and collaborate. In general, the main problem is related to the competency, capacity and capability of Human Resources (HR). Therefore, this is the focus of Partnership Community Service activities with the title Partnership and Collaborative Systems to Increase Sales of Tangan Di Atas (TDA) Community of Semarang City.

METHODS

Based on the problems and solutions offered, the community service method is carried out using the following methodology. In accordance with the objectives of the activity, the method that will be used in community service will be implemented in 4 (four) stages of coaching clinic activities which include; (1) Socialization, (2) Training, (3) Facilitation, and (4) Mentoring.

Problem solving is carried out using several approach methods which are carried out in an integrated coaching clinic, which is expected to be more private according to needs. Implementation of group-based activities, all stages of the types of activities that will be carried out in the community using groups. The TDA group will attend a coaching clinic according to their problems. This activity is carried out comprehensively, to increase knowledge and skills in strengthening collaborative business partnerships. Increasing partner potential-based skills. With these three, it is hoped that it can have an impact on the TDA management group that is the fostered partner, both in terms of production, institutional and business marketing aspects in a collaborative and partnership manner.

1. Socialization

The beginning of the implementation of community service was by conducting outreach to advice group partners but also to the community who were directly involved in the activities. Delivery of the Partnership and Collaborative System program to increase sales of the TDA community of Semarang City. At the same time, socializing the benefits of partnerships and collaborations that can increase sales results from creative industry products for TDA members. Socialization activities as preparation for partnership and collaborative system programs, the negative impact of individual businesses without education between business actors which causes businesses to be vulnerable to death, weak and businesses not in the long term.

2. Training

The steps for the first and second stages of training activities are slightly different. In the first stage, this training activity was designed for one full day with the following activity structure:

- a. Filled with skills training to prepare complete sales or marketing requirements, according to the circumstances of each TDA member.
- b. Practice institutional requirements related to the type of business entity with a legal entity or not, then practice registering the Business Identification Number.
- c. The Service Team also carries out Digital Marketing training activities regarding online marketing both via the Gofood, Grapfood and Shopee marketplaces.

3. Facilitation

Implementation of the Partnership and Collaborative System program to increase sales of the TDA community of Semarang City is equipped with facilitation through business camps, coaching clinics, product promotions at the LPPM UNNES Business Unis Incubator Laboratory Shop. The Laboratory Store is a means of communication between tenants (entrepreneurs) which is facilitated so that the products being traded receive input from mentors and coaches so that in the future sales will be even better. Facilitate promotions in the Lab. This is a medium of communication between members of the TDA Community who have only gathered when there was a bazaar event.

4. Mentoring

This assistance activity in the Partnership and Collaborative System to Increase Sales of

the TDA community of Semarang City is the hope of the community service team that it will not just end, if their service has also ended. However, it continues to be sustainable, for this reason the team is planning a mentoring method so that participants who have completed the training can apply it to the businesses of each TDA member. This mentoring model can be implemented in groups or individually for members of the TDA community of Semarang City. The assistance is provided in a structured manner so that community members can understand and also do business and negotiations. It is hoped that this assistance method will be used by the entire TDA community of Semarang City.

RESULT AND DISCUSSION

Implementation of a Partnership and Collaborative System to Increase Sales of the Tangan Di Atas (TDA) Community of Semarang City, through coaching clinic facilitation to increase and strengthen production, business legality and marketing. It is hoped that with this clinic facility, TDA members, especially in the creative industry business sector, will be able to move up in class as indicated by an increase in sales. Coaching clinics are a method for increasing knowledge and skills (Rusmana & Hardin, 2021) according to the goals to be achieved. Coaching clinics are performance improvement programs that are usually applied to football players with the aim of improving their abilities to become more skilled. The coaching clinic here aims to help MSMEs who are TDA members become skilled at doing business.

The implementation of the Partnership and Collaborative System is carried out by making coaching clinic activities more effective in the areas of production, business legality, and marketing both online and offline. Coaching Clinic conducted by the Business Unit Incubator of the Institute for Research and Community Service, Semarang State University for Partners of Members of the Tangan Di Atas (TDA) Community of Semarang City which was held in 2023. The Business Unit Incubator seeks to bring together TDA members with student practitioners such as Young Indonesian Entrepreneurs (HIPMI) and Inventors (Lecturers) as mentors so that they are expected to be able to improve the quality and quantity of TDA members' products, especially in the craft sector.

Coaching Clinic of Production

Product curation is a process of selecting registered MSME products before the products can be exported/upgraded. By curating this product, the status of MSMEs will be clearer as to which grades can be upgraded or those which have not yet will immediately follow suit. Coaching clinics are short mentoring that can be in the form of training or personal assistance with the aim of mastery, skill and proficiency in producing certain goods.

Although the application of coaching clinics was first popularized for sports skills, coaching clinic activities can now be applied to various skills mastery. Production coaching clinics at the Business Unit Incubator are provided specifically to improve product quality and quantity for startup tenants, cooperative partners and MSMEs who want to get product quality sessions through short meetings with mentors who already have experience producing similar goods/services.

The goods/services evaluated by the mentor are discussed with the clinic participant tenants and then given alternative products that have standards that can be accepted by the target market. In order to increase the provision of benefits such as the following, namely improving managerial abilities in various aspects such as marketing, financial management, operations management and human resource management, improving branding and digital marketing capabilities, e-commerce business is also applied in business, understanding the innovation process and sustainable product development and understand e-commerce business concepts and planning.



Figure 1. Coaching Clinic Craft Production in the Fashion Sector

Coaching Clinic of Legality

Legality and licensing are fundamental in business activities both in terms of services and business, aspects related to legal and licensing that MSMEs must have need to be understood and processed up to the ownership of the business. Through this legality coaching clinic activity, participants are explained and accompanied by systematic examples of how to obtain legality so that TDA member partners obtain permits. Feedback is provided from companions, mentors and coaches through integrated product curation. Standardized products are equipped with licensing and complete institutional support. MSMEs should be able to compete and hopefully become partners with the government and be marketed generally both online and offline.



Figure 2. Coaching Clinic on Food Legality

Coaching Clinic of Marketing

Through the coaching clinic on marketing management materials, it is hoped that TDA members can achieve product branding and product labeling. Improvements to packaging and also volume per packaging. Able to determine product market segmentation. Can carry out effective marketing through advertising and marketing products and services offline and online. Support from practitioner mentors and business actors (Ardian Rizky R from Ardata Digital Tbk and Wendy Trie Novian from Homie Geprek). Mentors provide experience and tips for success in using the marketplace. That offline and online sales must be pursued together because they have different characteristics and handling. Participants in business activities in the fashion and culinary sectors are enthusiastic about marketing via Shopee and GoTo.



Figure 3. Online Marketing Coaching Clinic

CONCLUSION

Implementation of Community Service activities regarding Partnership and Collaborative Systems to Increase Sales of the Tangan Di Atas (TDA) community of Semarang City according to the program, namely providing solutions to MSME community groups who are members of the TDA community. The solutions provided to increase sales of the creative industry of the Tangan Di Atas (TDA) community of Semarang City to increase sales of creative industry products can be summarized as follows.:

1. Conducting Coaching Clinics. Production, curation through product improvement is very much needed for the creative industry so that it is accepted by the market according to the segment targeted by each TDA member.
2. Coaching Clinic Legality, almost all members of the Tangan Di Atas (TDA) community of Semarang City have not registered their business names with DJKI to obtain a trademark. Through the coaching clinic, members who are interested are technically guided on access to DJKI. TDA members who are interested can take advantage of the 50% discount provided by the Semarang City Cooperative Service, if they declare that they are under the leadership of the LPPM UNNES Business Unit Incubator.
3. Coaching Clinic Marketing, carried out head to head with participants because each of them has a business, the target market segment and business capacity are also different. In general, participants chose the Shopee and GoTo marketplaces.

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