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## Vol. 2 No. 10 (2021): EJHEA



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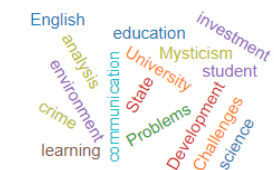
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# **PRACTICE IMPLEMENTATION OF CREATIVE NECKLACE DESIGN PROCESS IN ACCORDANCE WITH ENTREPRENEURSHIP GUIDELINES BUSINESS MODEL METHOD**

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<b>Received:</b> 13 <sup>th</sup> August 2021 <b>Accepted:</b> 14 <sup>th</sup> September 2021 <b>Published:</b> 13 <sup>th</sup> October 2021	The workshops on making handicrafts for the community often have little impact on the participants. Therefore, in addition to teaching skills, the ability to prepare materials, providing access to material resources, and training on the availability of the technology used, it is necessary to introduce current trends and knowledge of how the training results can be sold and demanded by consumers. The Nine Steps business model can help business people to mix business at the abstract level first, then test it at the real level. The business strategy is structured to make the company strategically different from its competitors. So the business model is designed, then a business strategy is drawn up. The business model is an architecture that can turn innovation into economic value. Starting from a business idea, then determining who the target customer is, looking for differentiation and the strength of the product offered and adjusted to the character of the target customer. Determine the selling price wisely, so that customers have the desire to buy the resulting product. The PKM was carried out in Pengaringan Village, Kebumen, where the community is cultivating jenitri seeds, training on how to make necklaces, earrings and bracelets from jenitri seeds, in accordance with business model guidelines. This PKM refers to a similar PKM that has been conducted in South Biak which has helped the community to start their business ideas. The external target is necklaces made from jenitri seeds, which have designs, and are in demand by the public.

**Keywords:** Crafted jenitri seeds, commercial, quality, business model.

## **INTRODUCTION**

Many trainings on making handicrafts are given to the community to increase family income sources. The problem faced is that the training results have no selling value or cannot be sold because the goods produced are not in accordance with market trends or the quality of the products made does not meet the standards. Most of the participants do not know how to run a business or sell their products. In the Journal of the Study of Lemhanas RI Edition 14 defines "Creative economy is economic development based on individual skills, creativity, and talent to create creative and individual creativity that has economic value, so that it focuses on developing ideas in generating added value" An expert in the field of Economics, Dr. Richard Florida from the United States, author of "The Rise of Creative Class" and "Cities and the Creative Class" said: "Every human being is creative. But the difference is in their status, whether individuals are specifically engaged in creative fields and benefit from directly from these activities or not. So individuals who are able to create innovative new products the fastest, can be ascertained as winners of the competition in this creative economy era. "Indonesia has a very large creative industry potential. large to be developed, cultural diversity, unique natural resources, creative people and the domestic market with a population of more than 250 million people, are the capital for the existence of the creative industry. In addition to the potential population and large population, the strength of Indonesia has a rich culture and cultural heritage, has abundant natural resources wasteful and interesting, creative industries are spread in various regions of the country and the raw materials for creative industries mostly come from Indonesia.

Handicraft is a creative activity related to the creation, production and distribution of products made or produced by craftsmen starting from the initial design to the product completion process. Handicraft products are generally only produced in relatively small quantities, not mass production. The volume of production that can be produced by this craft industry group is highly dependent on the number and expertise of the available craftsmen, so that this industrial group can be categorized as a labor-intensive industry. The existence of an environment that supports creativity will

lead to some pioneering entrepreneurs who try to implement new ideas, introduce new innovations, new products, which ultimately open up new markets in economic life.

The weakness of creative industry resources, first is weak in product design, both in quantity and quality of work design. This weakness is due to limited knowledge and insight into the market which causes weak designs that are of poor quality and lack of contemporary touch. Education, guidance and coaching, continuous consultation and training is a necessity for those who want to work in this field. Lack of knowledge and insight in conducting commercialization such as promotion, brand management. This is reflected in the lack of a market network, the lack of consumer loyalty to the product, and in the end the added value enjoyed by entrepreneurs is small. Another weakness is the lack of understanding of production and business management, which has an impact on the failure to improve the business rating. This happens because they do not have knowledge of what strengths and weaknesses must be overcome. Lack of work ethic and productivity. often work carelessly which causes low quality products, high costs and problems in shipping orders and unsustainable orders. And many people think that the craft industry is not a promising career place. This job is considered a part-time job that results in poor performance and results in unsatisfactory results from various aspects.

According to information, currently the market share of creative industry products, both locally and nationally and globally, tends to increase, there is a tendency for creative industry products to be increasingly in demand. Consumer expectations for creative industry products are getting higher. The challenge is globalization and free trade which demands high competitiveness, the increasing number of competing products and the number of competitors, demands to produce high quality products. A business model is a method used by companies to run a business, so that a company can survive. the definition of a business model can be divided into three groups, namely the business model as a method or method, the business model seen from the components (elements), and the business model as a business strategy. The business model is a description of the relationship between the advantages of the company's resources, and the activities undertaken to acquire and create value, which makes the company able to generate profits. (2012, Management PPM Team). From the survey results to Pengaringan Village, it was found that one of the livelihoods of Pengaringan Village Kebumen is cultivating jenitri trees. Fans of seeds produced from the fruit of the jenitri tree have been in demand to foreign countries, such as India, Pakistan, Arabia and China.

The problem that jenitri seed cultivators face is that sometimes they sell jenitri seeds at low prices because they do not have good quality. The quality of jenitri seeds is seen in terms of shape, texture and size. Good quality can be valued up to tens of thousands of rupiah per fruit, while those of poor quality are only valued at ten rupiahs. And unfortunately good quality seeds are rarely produced. The aim is to develop creativity in the community members in Pangaringan village, Kebumen and to manage the jenitri seeds, so that the jenitri seeds have better selling power, so that in the end they can produce new products, open new markets and finally develop the economy of the Pangaringan villagers. How can necklace products resulting from training be attractive and can be sold at a reasonable price and can be purchased by buyers. The first is to determine the Customer Segments, including the target market to be achieved, the lower, middle or higher targets. The target market for necklaces made from jenitri seeds is people who are aware of protecting the environment and using environmentally friendly products. The choice of necklace material from jenitri seeds is more suitable for middle to upper customers. The second is Value Propositions, which are creative ideas or what kind of uniqueness, which differentiates necklaces from these products, which are worthy of being chosen by customers. there are 5 components to generate value, namely besides who is served, is what is offered, how to produce the product and how to make money or profit and how to strategically differentiate the necklace from competitors.

Value propositions offer to solve customer problems or fulfill customer desires. The uniqueness offered must be something that stands out, which must be different from competitors' products, but also must be something that the targeted customer segment really desires. What is offered to consumers to make consumers get satisfaction when using the necklace? This is what makes consumers decide to buy the product, not product B or product C. According to Johnson (2010) the key resource is the uniqueness of people, technology, raw materials, equipment, machinery, facilities, funding and brands needed to produce a value proposition for consumers. consumer. The most strategic resources are those that are scarce, difficult to replace, difficult to imitate, and valuable. so if a company wants to have a value proposition like competitors have, it must have skilled human resources with the same quality of knowledge, which is difficult to do.

Seeing the trend issue where humans are starting to use environmentally friendly natural materials as product ingredients as a differentiator of product strength. The creative idea of this PKM is the design of a handmade necklace from jenitri seeds. With a unique design and different from competitors who have also made necklaces from jenitri seeds. Another thing that becomes a selling point is that the jenitri seeds are colored to beautify the appearance. The strength of the resulting product must have significant attractiveness. Of course, no less important is the design trend that is the basis for making the product. Customers in the upper middle segment want unique necklaces that are not mass-produced and they also have a love for local products.

The third is Channels, which are elements that state how the company communicates with its segment customers and conveys its value propositions. The factors that enable a company to interact with its customers are communication, distribution, and sales channels. These channels play an important role in describing interactions with customers. Channels include ways to increase customer awareness, make it easier for customers to rate our products, and help customers buy products, as well as communicate product qualifications, and provide after-sales assistance.

The effective method used at the beginning was through social media which was designed and provided with content to arouse the emotions of potential customers. also by participating in certain exhibitions targeting the middle to upper market. also maintain social media traffic, by providing the latest information and communicating with everyone who interacts on social media. Fourth is Customer Relationships, namely how to build relationships with customers that aim to get new customers, even old customers, and offer old and new products to old customers. Another thing that can be done is to provide repair service assistance to old customers for free and keep them informed of the latest designs while greeting customers from time to time

The fifth is Revenue Streams or incoming funds, describing how the company earns money from each Customer Segment. It is this flow of funds that keeps the company alive. There are two types of income, namely transactional and recurring. An example of transactional income is product sales, while recurring income consists of leasing assets such as necklaces that have unique designs and are used by customers for certain events such as weddings or fashion shows. endeavored to provide product designs that have varied prices. to reach the needs of customers in this segment, such as the moment to give gifts to friends or relatives, which are not too expensive. or just a souvenir.

The sixth is Key Resources which describes the important assets that determine the success of business operations. These valuable assets enable the company to properly deliver the promised value propositions to customers. physical resources in the form of buildings, vehicles, equipment used, money and technology such as how to paint jenitri seeds. Intellectual assets in the form of product brands that reflect the company, copyrights, patents, customer databases. And human resources. and most importantly in Key Resources are intellectual resources. The distribution of products with good packaging, reaching customers quickly and safely is also an important factor for customers.

Seventh is Key Activities, namely key activities that determine, which really support the success of a business. who deliver its value propositions to customers. This activity can be in the form of a production operation, how the product is done by the craftsmen in a systematic, quality and finished way in a short time. Starting from good design, good material selection and careful control system. Activities in the form of service operations are to help overcome the problems faced by customers and overcome them. Such as providing necklace extension services or even making the necklace shorter, which is tailored to customer needs. including how to convey the availability of this service to customers. Fulfillment of customer expectations and needs can be done by fostering good relationships with customers.

The eight Key Partnerships or key partnerships are partners in the operation of a company. Cooperation with suppliers of raw materials, so that the procurement of sustainable raw materials is very important to maintain production stability.

Cooperation with the transportation sector, so that product delivery can be received by customers on time and not damaged. Arrangements for purchasing raw materials and supplies need to be managed properly, so that existing funds can be managed optimally. Being a concern, how to manage inventory and needs will greatly affect the "cash flow" of the company. If necessary cooperation in the field of warehousing, if the storage space owned is not sufficient. For example, for storing goods in large quantities before being sent to customers.

The ninth Cost Structure or cost structure, which describes all costs that arise in the operation of the company. Cost structures include fixed costs, variable costs, economies of scale (cost structures that take advantage of the volume of product produced to reduce costs), economies of scope (cost structures that rely on economies of scale to take advantage of the volume of activity to reduce costs).

The nine things above help new entrepreneurs mix business at the abstract level and then test it at the real level. after that, a business strategy is developed to make the company strategically different from its competitors. So the business model is designed, then a business strategy is drawn up. business model is an architecture that transforms innovation into economic value, while business strategy does not only stop at the economic value of the company, but also to shareholders. And the last is the profit formula. if the value proposition focuses on value for consumers, the profit formula emphasizes value for the company. The profit formula includes aspects of price, volume, margin, direct costs, indirect costs, and resource turnover speed. In the profit formula, the price level offered is designed, such as price differentiation.

Through this paper, it is hoped that it can help PKM handicraft training to be successful in giving birth to new craftsmen by making products that are differentiated from competitors, and giving birth to new businessmen. And in the end can increase family income.

### **METHOD**

Training to make accessories made from jenitri seeds is carried out by adapting the business model. The method used, the first is to provide techniques on how to make necklaces, and study examples of products that are already on the market and discuss how to make them. the second stage provides insight into trends in Indonesia and the world. What things are in demand by the market, such as making quality, neat and attractive necklaces. the third stage provides input on the important things on how to start a business using a business model.

The fourth stage provides direction on how to design a necklace according to the existing potential, namely using jenitri seeds. Study the obstacles faced by participants and discuss how to overcome them. The fifth stage is making a necklace of your own creation. Evaluations are held continuously by the trainers throughout the training, monitoring the techniques and the way participants make their products. The sixth stage is presenting the business plan. The seventh stage presents the results that have been made by the participants. Each participant tells the technique of how to make it. In the eighth stage, participants exhibit their work to the public and try and try to sell it.

Table 1. Schedule of PKM Activities in Pengaringan Village

<b>NO</b>	<b>TANGGAL</b>	<b>KEGIATAN</b>	<b>PEMATERI</b>
1	24 Februari 2016	Mute craft from jenitri seeds	Elliat Djakaria Sutjiawan, Dipl. Ing., M.Min
2	24 Februari 2016	Entrepreneurship workshop	Yolla Margaretha, S.E., M.M.
3	25 Februari 2016	Crafts of making accessories from jenitri seeds with their own creations, evaluate by presenting	Elliat Djakaria Sutjiawan, Dipl. Ing., M.Min
4	25 Februari 2016	Presenting a business plan	Yolla Margaretha, S.E., M.M.
5	26 Februari 2016	Presentation of works in the form of necklaces, bracelets, earrings and by exhibiting handicrafts to the surrounding community who were present at the togetherness event	Panitia



**Figure 1. PKM participants in Pengaringan Village**



**Figure 2. Participants ask questions**



**Figure 3. Necklace from Participant Pa Teddy.**



**Figure 4. Presentation of participants in the community**

## **DISCUSSION RESULT**

### **Be aware of your potential and the potential of Indonesia's natural wealth**

Workshop participants realized that jenitri seeds can be managed in other ways, by making accessories that can add value to the selling price. Their enthusiasm, seriousness and enthusiasm is reflected in the break time, they rest enough and immediately continue to make accessories without wasting time. Some of them brought home to do at home. Participants are very grateful for the workshop that has been held. One of them, Mr. Teddy, felt that this training was very beneficial for him and he could teach it to his two children.

Participants realize that the potential that exists within them can continue to be developed. With a strong will and effort, they can achieve their goals. Starting from what they have, plus building extended relationships. Using existing facilities, supported by those closest to them.

### **Handicraft Results**

Necklaces, bracelets and earrings made by participants are great for beginners. The results are offered for sale to the public and get a pretty good response. questions and appreciation of the community in the village really appreciate events like this. and requesting the University's assistance to follow up this training process. so that the results of handicrafts can be better in terms of design and quality. As a comparison, PKM in South Biak produces necklaces, bracelets, earrings made from South Biak natural resources. It was presented by how the participants used the accessories they made and mixed and matched with the appropriate colors and patterns of clothes. Staged at the Japanese Cave monument in South Biak. And auction it off by selling it to the public who gives the highest price. (Elliati Djakaria, Sendimas 2017 Workshop on Making Accessories Based on Natural Resources from South Biak to Improve the Family Economy). The training was carried out for six consecutive days and from 9:00 am to 5:00 pm, resulting in more authentic works. Regional potential can be further explored. Assistance that is carried out more intensively produces works that are able to attract buyers and participants are able to express their creative ideas more freely. Although they still need assistance in determining the selling price and training in making logos and packaging. participants' awareness of the natural potential of South Biak is explored and business models can be more absorbed in intensive training. Discussions can be carried out without hesitation and embarrassment. because participants know the speaker and trainer more closely. Confidence is built up, so you can come up with unique ideas. to become a business.

The background of the people of South Biak, who are skilled at making various handicrafts, greatly influences their work. In the future, seminars are needed to open broad insights about creative and innovative designs. And there needs to be assistance so that they can become entrepreneurs independently. Inviting entrepreneurs who have succeeded in providing motivation for participants Because it is easier for participants to learn through concrete examples than to learn from reading books.



**Table 2. Schedule of PKM Activities in South Biak**

<b>HARI KE</b>	<b>KEGIATAN</b>	<b>METODE</b>
1	Introduce the participants and ask the purpose of the participants' expectations Self-potential and South Biak natural resources Techniques for Making Knick-knacks Made from Natural Resources	Tanya jawab  Tanya jawab Tanya jawab Presentasi Workshop
2	How to make attractive and salable accessories using South Biak natural materials Discuss the natural materials brought by Participants Designing participant creation accessories Preparation of materials such as punching holes in the seeds using a drilling machine and a whetstone to punch holes in shells Discussion About Making Necklaces, Bracelets, Earrings created by Participants	Presentasi    Workshop
3	Workshop & Discussion : Color, Texture & Material	
4	Make the design results of each participant and their improvements	Workshop
5	Discussion: How to Determine Price and Evaluation	Tanya jawab Workshop
6	Remarks from the chairman of the committee, representatives from GKI Biak Selatan and the Pastor. Fashion Show and selling the work of necklaces, bracelets and earrings workshop participants.	Tanya jawab Mode show Jual beli dengan masyarakat setempat



**Figure 4. Training Participants in South Biak**



**Figure 5. Accessories from Akyof . Seeds**



**Figure 6. Asiawa Seed Bracelet**



**Figure 7. Necklace made by participants in South Biak**



**Figure 8. Necklace of gray shells**



**Figure 9. Necklace of processed shells**

### **Follow-up**

From the evaluation, it was felt that there was a need for follow-up training on how they dyed Jenitri seeds in order to obtain added value and selling price. And help them to get an internet network, so they can market their accessories online. Participants should also be given training on how participants can sell them online, to make starting a business easier. Participants are advised to collaborate in selling it with residents who have received entrepreneurship training. Training to make packaging, will really help them to market more competitively. The method that has been used can be further developed by adding knowledge about determining the selling price.

### **Multi-party collaboration**

The development of the creative industry will get optimal results if there is collaboration between scholars, businesses, and the government (government), or what is meant by the "triple helix" Assistance from outside parties to buy supporting goods, equipment is needed, because it is minimal and expensive the price of supporting materials there. The friendliness of the participants, organizers and hosts greatly influenced the success of this workshop.

Assistance from the local government to involve new craftsmen to expand their marketing network by involving them in exhibitions outside the Pengaringan area is urgently needed. In the future, seminars are needed to open broad insights about creative and innovative designs. And there needs to be assistance so that they can become entrepreneurs independently. Inviting entrepreneurs who have succeeded in providing motivation for participants, because it is easier for participants to learn through concrete examples than to learn from reading books. This method has also been done in South Biak.

### **DISCUSSION RESULT**

Providing training in handicrafts making accessories for necklaces, bracelets, earrings, key chains from jenitri seeds, with the business model method is very helpful for beginners to start thinking about business ideas. PKM makes training like this produce more targeted results, by making products that are differentiated from competitors, can give birth to new businessmen. And in the end can increase family income.

Such trainings must be followed up seriously in order to produce new creative businessmen at the village level, which in turn can increase regional income and produce good products and of course they can compete with similar products.

PKM that explores the potential of regional natural materials can greatly help regions to focus more on developing their regional potential and can become superior products. Cooperation between the Government, Universities and Businesses will help this development succeed more quickly.

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