

Creative Economy Empowerment with Technopreneur Training For Muhammadiyah Teachers in Tasikmalaya City

Muhammad Taufiq*, Maesaroh Lubis, Hani Rubiani

Universitas Muhammadiyah Tasikmalaya, Kota Tasikmalaya, Jawa Barat, Indonesia

* Penulis Korespondensi : mtaufiq@umtas.ac.id

ABSTRACT

Community service as a step to socialize the Creative Economy through this Technopreneur Training involving Muhammadiyah teachers from elementary to middle and high levels in the Muhammadiyah Regional Leadership, Tasikmalaya City is intended that teachers can operate the businesses in their free time with online businesses by utilizing HP or Laptop/PC technology devices. Making products for training participants can be as producers in the form of culinary, merchandise, etc., or as resellers or as affiliates of goods or services that are created in such a way as top products. The implementation of this training event was held on November 20, 2021 in the Auditorium of the University of Muhammadiyah Tasikmalaya. Community Service Activities had done well, this can be measured from the level of participation during the training who had high enthusiasm and responsibility. This activity is expected to motivate Muhammadiyah teachers in order to improve the community's economy in their respective places or regions.

Keywords: Creative Economy, Training, Empowerment, Technopreneur

INTRODUCTION

The era of globalization and connectivity has changed the mindset of how to exchange information, trade, and consume cultural and technological products from various places in the world, so that the world becomes a dynamic and complex location, so creativity and knowledge are needed as an invaluable asset in competition. and economic development, resulting in a concept that places creativity and knowledge as the main assets in driving the economy, which is called the creative economy, where this concept becomes the main model of economic development (Marti'ah 2017).

In line with the rapid development of information technology resulting in the opening of opportunities and challenges in the business world, so that the so-called Technopreneur was born, namely an information technology-based business, and this technopreneur is expected to foster the realization of a creative economy (Howkins 2001).

Along with the increasingly rapid development of information technology, the people of the "NOW" era, including anyone who will be directly involved in it from all existing sectors, for this reason, in meeting the demands of needs and desires, the community has been spoiled with technological devices that are able to serve well and fast, so it is necessary to empower the community in order to increase their potential to be able to use information technology properly and correctly, one of the fields is Technopreneur, with the hope that empowering the creative economy in the community can be used as feedback in maintaining life, creating and innovating in building a proper competitiveness. (Anon 2008).

Therefore, community service (PKM) is held as a step to socialize the Creative Economy through Technopreneur Training to special communities, namely Muhammadiyah teachers in the city of Tasikmalaya in the elementary to middle and upper levels so that they can run a business in their spare time as a teacher, in the form of an online business. by utilizing their HP or Laptop / PC technology devices, as for the procurement of products for training participants, they can be as producers in the form of culinary, merchandise, etc., or as a reseller or as an affiliate of goods or services products that are created in such a way as a superior product. (Firdausy 2018).

Formulation of the problem

The main problem in this activity is how to use Information Technology as a means to produce products, so that it can increase or improve the economic aspects of society optimally,

especially among teachers. This problem is because the knowledge of teachers on Information Technology for doing business or doing business is not widely known, and they use more existing applications or start-ups as objects of user / user actors or as target objects for entrepreneurs / online business people.

Research purposes

Responding to the above problems, this PKM activity aims to improve teachers (as PKM participants) to be able to empower the community's creative economy in order to respond to the challenges of changing times and be able to respond to economic problems during the COVID-19 pandemic, mainly related to global economic issues, so that by This PKM is expected to provide benefits in the form of contributing to the use of Information Technology effectively and efficiently, in order to produce optimal productivity which has an impact on improving social welfare in general.

METHOD

Partners in Community Service (PKM) entitled "Training for Creative Economy Empowerment with Technopreneur Training for Teachers", Muhammadiyah (PDM) of Tasikmalaya city through the PD Muhammadiyah Educational Council of Tasikmalaya City. The implementation of this PKM is held at the PDM level, so that training participants can reach a wider range of PCMs and from a variety of schools, ranging from elementary school teachers to middle school teachers.

The training participants consisted of a number of school principals at the PCM level in the PDM area of the City of Tasikmalaya including setting the implementation date, so that 20 teachers were collected or registered who participated in the Technopreneur training from various layers of PCM in the Tasikmalaya city area. This activity is expected to motivate Muhammadiyah teachers in order to improve the community's economy in their respective places or regions.

The implementation of the training event as a series of PKM activities was held on November 20, 2021 in the Tasikmalaya Muhammadiyah University Hall, taking place from 07.30 to 17.00 WIB.

The training methodology applied is Project & Problem Based Learning which is packaged in the form of "in class training" training, while the training techniques are in the form of lectures, case studies, and simulations.

The training applied is the andragogic method, where the trainees are active in participating in the training, either directly or indirectly. In each training, it is divided into training sessions that are arranged in such a way, in order to know the development and understanding of the training material that is adapted to the training pattern.

The form of implementation of this Community Service activity as a whole can be explained as follows:

1. Preparation for Community Service activities
 - a. Making plans as outlined in a program plan
 - b. Survey to the location and determination of targets that will be carried out in Community Service activities
 - c. Licensing and correspondence to the school and related parties
 - d. Preparation of all needs and equipment that will be used for departure and training.
 - e. Preparation of materials used for presentation events.
2. Community Service Activities
 - a. Morning briefing to all personnel involved in activities to organize overall technical activities.
 - b. The series of training activities lasts for 1 day with activity times starting from 07.00 to 17.00
3. Closing of Community Service Activities
 - a. Overall evaluation of training activities
 - b. Compilation of reports on Community Service activities

RESULTS AND DISCUSSION

The results of the implementation of Community Service activities held at the University of Muhammadiyah Tasikmalaya can be explained as follows:

The training material in the implementation of PKM is divided into 5 sessions, namely:

The initial session was opened with a keynote speaker presentation by Drs. U. Mahmud Falah, MC, MH with the title Community Economic Empowerment in the PCM environment, the material presented was about strategies to improve the economy of teachers in the PCM environment with a religious approach.

Furthermore, related to technopreneur training entitled "Technopreneur Development in Increasing Competitiveness" with speakers Dr. Maesaroh Lubis, M.Pd and Hani Rubiani, S.T., M.Eng. In this session, the speaker presented a brief explanation of what a technopreneur is and how the tips for increasing competitiveness are described as well as experiences as entrepreneurs by utilizing technology, both presenters and participants, and discussion and question and answer sessions between presenters and participants.

Creative economy is represented as a union between ideas, creativity and information technology innovation. The essence of creativity is to create something from nothing or renew something that already exists. The essence of creativity lies in the ability to generate new ideas, do things in different ways, and have new alternative approaches (Howkins 2001).

In the second session, "Socialization of Technopreneur Development in the Industrial Revolution 4.0 era" with speakers Sulidar Fitri, S.Kom., M.Sc. In this session, participants filled out questionnaires first and then were introduced to a micro site, namely making lynk.id which can be used for online business media.

It was explained that the economic value of a product or service in the creative era is no longer determined by raw materials or production systems as in the industrial era, but rather the utilization of creativity and the creation of innovation through the development of information technology. (Sinaga and Sari 2019)

And here are the results of making lynk.id the training participants in this second session:

1. <https://lynk.id/ichan>
2. <https://lynk.id/nur92>
3. <https://lynk.id/armacapio>
4. <https://lynk.id/r0m4n54>
5. <https://lynk.id/bumiaskiagallery>
6. <https://lynk.id/maheswari>
7. <https://lynk.id/araffah>
8. <https://lynk.id/solihat>
9. <https://lynk.id/sunjayamubarok>
10. <https://lynk.id/apipsalman>
11. <https://lynk.id/rizkihikmalia>
12. <https://lynk.id/nurdewianggraeni>
13. <https://lynk.id/brylea12>
14. <https://lynk.id/annanf>
15. <https://lynk.id/naydewi91>
16. <https://lynk.id/imas2021>
17. <https://lynk.id/erikhidayat>
18. <https://lynk.id/ieuiis>

In the third session, "Exploring Business Experience" with speaker Taofik Muhammad SPd., M.Kom, a lecturer and businessman in the field of Information Technology, delivered material about several experiences in doing business and the problems faced and creating a web in doing business online.

It was explained that in the creative economy there is a so-called Triple Helix system which is likened to an umbrella that connects Intellectuals (Intellectuals), Business (Business), and Government (Government). The three helixes are referred to as the main actors driving the birth of creativity, ideas, science and technology. A close, mutually supportive relationship, and a symbiotic mutualism between the 3 actors in relation to the foundations and pillars of the creative economy model will determine the development of a solid and sustainable creative economy. (Syahsudarmi 2019).

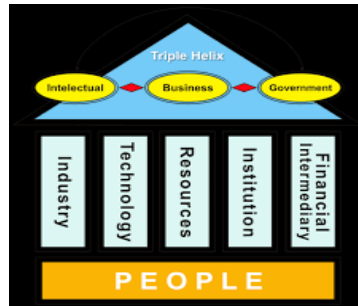


Figure 1. Creative Economy Development Model

Source : <https://triplehelix.stanford.edu/>

In the fourth session, "Creative Economics in Technopreneur" reviewed by Ir. Muhammad Taufiq M.Kom., a lecturer and business person, delivered material on motivation and tips for starting a business.

It was explained that managerially in the sense of urgency perspective, 5 (five) creative economy development agendas were identified that required complete arrangement and management. The five agendas are: (1) mapping of operational constraints; (2) breakthrough efforts; (3) commitment and action; (4) public awareness; and (5) the importance of databases. (Fowosire, Elijah, and Fowosire 2017)

CONCLUSIONS AND SUGGESTIONS

Overall, the implementation of the PKM activity entitled "Training for Creative Economy Empowerment with Technopreneur Training for Muhammadiyah Teachers in the City of Tasikmalaya" has been going well where each PCM can involve a number of teachers from several schools ranging from elementary to upper secondary levels. All teams and partners can synergize and coordinate with each other in order to achieve activity goals. This can be measured from the level of participation of participants during the training who have high enthusiasm and responsibility so that they can have a positive impact and smoothness during program implementation.

Future plans in the implementation of Community Service include several things, namely; a. sharpen the material to build a technopreneur-based business incubator or business simulation or have the courage to start a business b. organize the same program with different participants or in different regions, so it is hoped that there will be further socialization or program development c. give birth or realize several creative products as a step to empower the Creative Economy in order to improve the economic welfare of the community, especially teachers in the Muhammadiyah environment.

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