

Dynamics of Innovation in the Context of Education and Local Economy: a Study on Creative Learning and Empowerment of Small Businesses in Pasir Jambu Sukaraja Bogor Village

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ABSTRACT

This research delves into the study of innovation dynamics in the context of education and the local economy in Pasir Jambu Village, Sukaraja, Bogor. The study focuses on two main aspects: creative learning and the empowerment of small businesses in the rural community. Through a careful qualitative approach, we explore the role of innovation in stimulating local economic growth and improving the quality of education. The research findings indicate that creative learning in the schools of Pasir Jambu Village has had a positive impact on students' critical and creative thinking abilities. Teachers implementing innovative teaching methods have helped unleash students' potential in various academic and non-academic aspects. On the other hand, the empowerment of small businesses through various innovative initiatives has enhanced the productivity and competitiveness of small business owners in this village.

INTRODUCTION

In the era of globalization and rapid technological advancements, innovation has become a key factor in advancing education and the economy in various regions worldwide. Especially in rural communities, where specific challenges and opportunities related to education and the economy often arise. This is where the role of innovation in bringing about positive change becomes crucial. This study aims to deepen the understanding of how innovation dynamics affect local education and the economy, with a focus on creative learning and the empowerment of small businesses in Pasir Jambu Village, Sukaraja, Bogor. Pasir Jambu Village, as part of the rural environment, faces specific challenges in developing quality education and improving its local economy. These challenges include limited access to educational and training resources, as well as economic constraints faced by small and micro-enterprises. However, the village also possesses valuable potential in the form of local culture, natural resources, and a solid community, all of which can serve as a starting point for sustainable innovation.

The local community may lack understanding of the value of innovation in the context of education and small businesses. This understanding can influence the acceptance and implementation of innovation in Pasir Jambu Village. Djuanda University Bogor, as an institution of higher education, plays a crucial role in empowering the surrounding community. The location of community service is in Pasir Jambu Village, Sukaraja District, Bogor Regency, a place where Micro, Small, and Medium Enterprises (MSME) are managed by a community group driving local economy. In the process, the first step involves identifying issues faced by these businesses and then creating and implementing programs according to the expectations of the entrepreneurs.

The involvement of students is not only an opportunity for them to learn from the community but can also have a positive impact on the local environment, especially in the community service location, which is in Pasir Jambu Village. The Micro, Small, and Medium Enterprises (MSME) practitioners in the area still lack knowledge about increasingly modern innovations. Businesses that are still employing conventional strategies in product marketing do not yet grasp the importance of utilizing technology and digital-based marketing.

IMPLEMENTATION AND METHODS

The Community Service activities are conducted in Pasir Jambu Village, Sukaraja District, Bogor Regency. It consists of several stages of activities, namely:

Early stage:

In the initial stage of the activity, communication is established with the village government and its officials, as well as the community around the location targeted for the Community Service program. This coordination is crucial to ensure synergy during the implementation. Subsequently, planning is collaboratively developed through a Work Program, presented, and socialized to the village officials and the surrounding community, especially those involved in Micro, Small, and Medium Enterprises (MSME).



Gambar.1 Socialization and Coordination with the Village

Implementation Stage

In the implementation stage, activities are carried out through a series of steps in the form of programs that will be executed, namely:

1. Socialization and communication stage
2. Observations regarding Pasir Jambu Village
3. Carry out creative educational innovations and product branding innovations
4. Debriefing Stage: increasing understanding of the importance of creative education and digital-based marketing.



Gambar.2 Observation of the MSME area in Pasir Jambu Village



Gambar.3 Socialization and Communication with the School and MSME Actors



Gambar 4 Product Innovation Implementation Activities and Creative Education

Evaluation and Development Stage

The method used in evaluating and developing community empowerment through improving the marketing of Micro, Small, and Medium Enterprises (MSME) is through workshops, including training sessions and exhibitions, to ensure that the targets are achieved according to the expectations and goals of this community service activity. The Community Service program in Pasir Jambu Village was conducted for one month, starting from July 23, 2023, to August 23, 2023. The method employed in this community service utilizes the socialization method. According to Goslin as cited in Ihrom (Mardatila, 2020), community empowerment is the process of someone acquiring skills, knowledge, values in community living, and norms in society. However, socialization in this community service context is intended to guide and develop an individual's personality.

RESULTS AND DISCUSSION

The Community Service Program is conducted in Pasir Jambu Village, Sukaraja District, Bogor Regency. The activities aim to provide education related to Creative Learning Innovation and Digital Marketing Innovation for the sustainability of the Micro, Small, and Medium Enterprises (MSME) in the area. The activities carried out in this Community Service Program are as follows:

Strengthening Creative Education and Learning

This activity involves the development of various teaching methods that enable students to actively participate, think critically, and engage in creativity during the learning process. This may include the use of educational games, creative projects, interactive discussions, and innovative learning. Creative education also means empowering students to take an active role in their learning process. This can involve giving them more control over how they learn, providing space for their ideas, and encouraging them to pursue their individual interests and talents.

Create a Banner and Menu List

Innovation in banner creation is a crucial step in refreshing or enhancing the image of a company, product, or specific event. Creative and appealing banner design can have a significant impact on the visual appeal and impression made on the audience. Some innovative elements in banner creation include choosing a unique and creative design with careful selection of colors, layout, and visually appealing elements. This can help the banner stand out from competitors and capture attention. A clear message ensures that the intended message is clear and easily understood by the target audience. An effective banner should deliver its message directly to the goal without confusion.

Innovation in menu design is a crucial step in the restaurant and hospitality industry. A well-crafted menu not only portrays the variety of food and beverages offered but also creates an inviting experience, stimulates appetite, and facilitates the ordering process. Some innovative aspects in menu design include: Digital Menu, adopting a digital menu accessible through mobile devices or tablets. This not only reduces paper usage but also allows for quick and easy updates when there are changes in offerings. Appealing Visual Presentation, presenting food and beverages in the menu with high-quality images that make mouths water. This can help customers more easily choose the dishes they desire.

Create Standing Pouch and Sticker Packaging Innovations

Innovation in product packaging is a critical step in developing businesses, especially for Micro, Small, and Medium Enterprises (MSME). Packaging is not just a container for products but also a powerful marketing tool. In this context, the innovation of Standing Pouch packaging and stickers for MSME products has the potential to bring significant benefits to MSME businesses. The primary consideration in the innovation of Standing Pouch packaging is ensuring the quality and safety of the product. Good Standing Pouch packaging should be able to maintain the integrity of the product and protect it from contamination and damage. This involves selecting appropriate packaging materials that preserve the freshness and quality of the product. Innovation can also include the use of sensor-based technology or smart labels that enable tracking product security and authenticity, providing additional trust to customers.

Stickers are an effective tool for personalizing MSME products. They can be used to display the brand, product information, and the story behind the product. Innovation in stickers involves creative design, effective messaging, and the selection of sticker materials that complement the product's appearance. This personalization helps MSME products stand out from competitors and build customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

The Community Service Program, held from July 23 to August 23, 2023, took place in Pasir Jambu Village, Sukaraja District, Bogor Regency. This activity is the realization of one of the three main responsibilities (Tri Dharma) of higher education institutions, which is community service. The Community Service Program aims to provide benefits to the community by applying the knowledge acquired during academic studies and implementing it through direct field practices. Based on the description of the implementation of the Community Service Program conducted in Pasir Jambu Village, Sukaraja District, Bogor Regency, the following conclusions can be drawn:

1. Before engaging with the community, the students first discussed with the village officials to gain an understanding of the potential and resources in Pasir Jambu.
2. The planned Community Service Program proceeded smoothly according to the initial discussion plan.
3. The Community Service Program can enhance knowledge and depict the community in the spiritual aspect.
4. Various work programs in this Community Service activity are expected to provide benefits for the creative young generation and Micro, Small, and Medium Enterprises (MSME) in Pasir Jambu Village, Sukaraja District, Bogor Regency, to contribute to the local economy in Pasir Jambu Village. Thus, it can advance the economy of Indonesia.
5. After the completion of the Community Service Program, it can help the younger generation and Micro, Small, and Medium Enterprises (MSME) in Pasir Jambu Village, especially in terms of creative education and marketing aspects. MSME entities should understand that this Community Service Program significantly influences their business interests, and thus, they should fully support the implemented work programs in this Community Service activity.

Suggestions for Pasir Jambu Village MSME:

1. To the partners of Micro, Small, and Medium Enterprises (MSME), so that the contributions provided in the Community Service Program can be acknowledged and applied to their businesses..
2. For the partners of Micro, Small, and Medium Enterprises (MSME), be more open to the presence of external parties as it is solely to assist in developing their business.
3. Micro, Small, and Medium Enterprises (MSME) are expected to complement the Community Service Program that is not yet in line and continue with sustainable programs.

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