



## TECHNICAL TRAINING FOR CREATIVE ECONOMY BUSINESS ACTORS IN PROMOTING SUPERIOR PRODUCTS IN THE VILLAGE SUDIREJO I DISTRICT, MEDAN CITY

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### Abstract

*In promoting superior products, technical training is needed for creative economy business partners, because creative economy business actors need strategies to be able to compete, especially in the global market. One of the keys to creative economy products being accepted and developed in the wider community is by packaging attractive products and have good safety standards. Some creative economies in Indonesia have changed their packaging designs to be more attractive and hygienic. The packaging affects the sales value which continues to increase, one of which is the creative economy that changes their packaging design. So, the seller's turnover, on average, can increase by 74 percent in 3 months. This is the purpose of training for creative economy business actors in promoting superior products. The results of the study showed During training in promoting superior products, it is necessary to develop and improve the entrepreneurial spirit and explore business potential for creative economy business actors in Sudirejo I Village, Medan City District, so that in the current digitalization era by utilizing IT and mastery of electronic media for business development. Increasing the productivity of the creative economy can compete in current business developments can be done by utilizing Information Technology as a means of promotion and distribution of creative economy products through digital media so that it can provide ease of transaction relations between traders and consumers. Through this activity, it is expected to provide the ability of the creative economy to use and utilize the existence of Information Technology in marketing and business development towards a creative economy Based on Information Technology (e-business) which will have an impact on increasing sales transactions and income.*

**Keywords:** *technical training, creative economy business actors and selling value*

### INTRODUCTION

#### Background

Community service is an activity of mentoring and service for the development and empowerment of the community in implementing applications, designs, technologies or social changes towards the better. Community service that focuses on certain areas in accordance with community problems and the direction of development policies implemented by the local government (District/City), a Problem Solving-based method to solve problems with certain themes so that it is focused on overcoming certain problems and to achieve certain targets.

The creative economy in Sudirejo I sub-district, Medan Kota District, is trying to promote or make creative economic transactions, in fact, it does not only require attractive products. However, packaging also becomes an added value so that the work of the creative economy can be glanced at by consumers. Moreover, currently, the creative economy is also



experiencing quite good development in the previous year which has an impact on increasing consumer value. Thus, a strategy is needed to maintain and promote or the transaction. "The Creative Economy requires a strategy to compete, especially in the global market." One of the keys to Creative Economy products being accepted and developed among the wider community is by...packaging an attractive product with good safety standards.

The most common implementation of the creative economy in Indonesia is low sales levels, low added value, and low product quality. Although in reality the creative economy is recognized as a job field for most workers in Indonesia, its contribution to national output is still categorized as low. This is because the creative economy, especially micro businesses that have so far absorbed a lot of labor, have a very low level of productivity. While wages reflect labor costs for each level of productivity. So if the level of productivity is low, wages are also relatively low. This condition shows the low productivity of the micro and small sectors when compared to larger businesses.

Some creative economies in Indonesia have changed their packaging designs to be more attractive and hygienic. The packaging affects the sales value which continues to increase, one of which is the creative economy that changes their packaging design. So, their seller's turnover, on average increases by 60 percent in 2 months," he said. Not only profit, in fact the strategy of improving the appearance of the packaging also increases the selling price of the product. "The price of their products also increased by about 20 percent. Products that were previously sold at a price of Rp10,000 per pack. Can increase to Rp12,000 per pack. That's where the true meaning of product packaging lies. In addition to being able to increase turnover and profit, it turns out that packaging can function to increase the life of the product.

Through the community service program which is part of the Tri Dharma of Higher Education, lecturers of Universitas Harapan Medan held entrepreneurship training for creative economy business actors in Sudirejo I Village, Medan City District. One solution that can be offered is to provide an understanding to creative economy business actors on how to train entrepreneurship and business in the present so that the selling value of superior products can increase.

#### **Indicators to be achieved from activities**

The indicators to be achieved from technical training activities for creative economy business actors in promoting superior products in Sudirejo I Village, Medan Kota District are as follows:

1. The process of using or spending capital according to business needs
2. Calculate income by adjusting expenses or needs by creating simple accounting reports.
3. Increase Sales Volume by implementing marketing strategies
4. Produce production output by adjusting consumer demand
5. Recruiting workers who can help with ongoing business activities.

#### **Content or Materials to be provided to participants**

The material that will be provided to participants during the training process is as follows:

The preparation of training materials is carried out by looking at training needs by adjusting the problems that are occurring in the field and paying attention to factors such as training objectives by adjusting the process of solving problems, training participants who are members, namely creative economy business actors, the expectations of training institutions by producing values that can provide benefits to creative economy business actors and the length of training time is adjusted to existing needs. In compiling the material, material has been prepared that is related to Science and Technology, with the role of technology it will make it easier for participants to access the material that will be delivered and that has been delivered.

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**Techniques for measuring or assessing the success of an activity after the activity has been carried out**

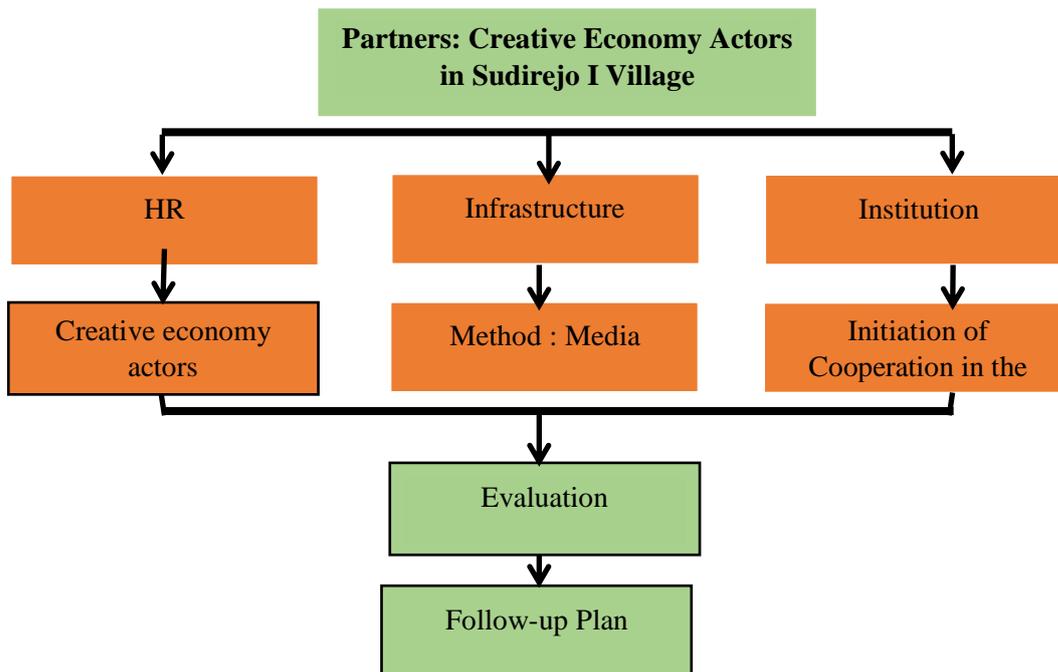
The techniques or methods used to assess the process of training activities carried out are:

In adjusting to the training materials provided, the most appropriate method or way of presentation is determined. The training method must be adjusted to the type of training to be implemented and the level of ability of the training participants. The technique that will be used starts from the interview session for each creative economy business actor, after getting information from the informant, an analysis can be carried out on the ability of the creative economy in following the training with the material to be delivered. When the training begins, the material delivered must be right on target according to the complaints of creative economy business actors in improving or developing their businesses. Discussion techniques between presenters and participants will answer all the problems that arise. occurs in developing the creative economy, measuring the success of the creative economy through discussion results as an illustration that later the business that will be run by the creative economy can develop after completing the training.

**SOLUTIONS AND OUTPUT TARGETS**

**Solution**

Solution Based on the partner problems that were successfully identified, the proposing team planned several solution concepts that could realize community partnership efforts. The solution concepts are as follows:



**Figure 1 Community Service Solution Concept**

Based on Figure 1, the target of community service activities through training for creative economy business actors in promoting superior products in Sudirejo I Village, Medan City District. This training can improve the ability of creative economy business actors in making strategies and implementing them directly on the spot to consumers, so that the quality



of training will increase. Solutions and Indicators in promoting superior products through training can be seen in Table 1 as follows:

**Table 1 Solutions and Indicators**

No	Solution	Achievement indicators
1	Education Training	Creative economy business actors understand the theories presented
2	Practice training by applying marketing methods with indicators of promoting superior products	The perpetrator understands the methods used in promoting the product.
3	An example of carrying out direct activities to apply the method in the field	Applying the methods used during training in promoting superior products

## IMPLEMENTATION METHOD

### Problem Solving Framework

In order to improve the ability of creative economy business actors in Sudirejo I Village, Medan Kota District in promoting superior products, intensive training is needed. The training is carried out with the following stages:

- a. The introduction stage was held in Sudirejo I Village, Medan City District. At this stage, an introduction process was carried out regarding community service programs organized by Universitas Harapan Medan. In addition, all Study Programs organized by the Faculty of Economics, Universitas Harapan Medan were also introduced.
- b. The training stage was held at the creative economy location in Sudirejo I sub-district, Medan Kota District. At this stage, the training process was carried out, starting with the delivery of theory during 1 meeting. Continued with discussion activities to find out the problems that occur to creative economy business actors, then provide training to creative economy business actors so that the newly learned methods can be applied in the field.
- c. The evaluation stage is the process of evaluating the training results to determine the level of success of the training method used.
- d. Realization of problem solving. To realize problem solving, creative economy community service activities were carried out in Sudirejo I sub-district, Medan Kota district, by carrying out the following activities:
  1. Approaching creative economy business actors to be able to analyze the problems they face.
  2. Make an agreement on the time of implementation of the activity.
  3. Carrying out community service theoretically regarding the methods to be used.
  4. Carrying out community service using the methods that have been learned
  5. Implementing skill applications using methods that have been learned.

To realize the solution to the above problems, we held training for creative economy business actors in promoting superior products in Sudirejo I Village, Medan Kota District. The training was held at the location of one of the creative economy business actors in Sudirejo I Village, Medan Kota District. The training was held for ten days, namely from 14.00-16.00 every day.

### Methods used

The method of implementing this community service has several stages, including:

- 1) Observation and interview methods To obtain accurate data for reflection materials, observations were made of the target audience/students using direct observation and interview methods. The first observation was conducted shortly before the creative



economy business actors were given training materials by conducting an oral pretest on the extent of the creative economy business actors' understanding of the methods provided and how to use them. In the future, if the program has been implemented, further observations and interviews will be held to obtain information on follow-up activities carried out by creative economy business actors from the results of the observations.

- 2) Lecture Method, this lecture method is carried out by conveying material on citation techniques using Mendeley quickly and practically to the target audience/directly or verbally with the help of power point.
- 3) Training (Workshop), the method used to achieve the objectives that have been formulated in advance is the discussion and practice method (learning by doing). The combination of the two methods is expected to be able to improve understanding and skills.

Conducting training for creative economy business actors in promoting superior products in Sudirejo I Village, Medan City District. With the availability of time, the training method is by delivering theory and practice (training). The practical material is based on a fast learning system. The method used is the tutorial method which begins with a presentation of theory which is immediately followed by practice. Conducting an evaluation of the training results regarding mastery of the training material, so that the results of the community service program can be seen. The evaluation is held at the end of the training so that all materials have been received by them. Place of implementation of the activity:

- a. Training Place: Sudirejo I Village, Medan City District.
- b. Location of activity: At the business premises owned by members of creative economy business actors in Sudirejo I Village, Medan City District.

## RESEARCH RESULT

Creative economy business development is an effort made by the community through empowerment of creative economy programs by providing facilities, guidance to entrepreneurs to grow and improve the ability and competitiveness of the creative economy. The micro entrepreneurs in Sudirejo I Village, Medan Kota District, according to the results of observations that researchers know, amount to 42 entrepreneurs. Informant 1 who was interviewed explained that he had been running a business here for almost 5 years, now the development of businesses in Sudirejo I Village, Medan Kota District, has seen many businesses open, up to almost 50 businesses, here is one of the places in Sudirejo I Village, Medan Kota District where the location is a place where creative economy entrepreneurs feel the location is very strategic and suitable for a business with good access. From the results of observations, researchers interviewed micro entrepreneurs whose businesses have been established for a long time, approximately 4 years and above.

In the effort to develop the creative economy in Sudirejo I Village, Medan City District, in general, there are various obstacles, such as the low quality of human resources, limited costs, and also limited marketing capabilities. Every business certainly wants development in its business, in this case it is one of the things that makes entrepreneurs feel difficult in developing their business because in addition to the lack of knowledge about how to run the creative economy properly and also in business development, they also need assistance so that the business can grow. Creative economy entrepreneurs plan or want their businesses to grow, due to limited knowledge on how to become a good entrepreneur, here the entrepreneur has difficulty in terms of how to develop a business, in addition the entrepreneur also explained that there needs to be external assistance such as capital assistance for entrepreneurs, facilities for entrepreneurs, the provision of this guidance is intended to facilitate the creative economy in developing its business. With the development of this creative economy, it can help the community meet their business needs. Development carried out by the community as an effort to improve the dignity of the social strata of the community who with all their limitations have

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not been able to escape from the trap of poverty, ignorance and backwardness, so that community empowerment is not only strengthening individuals but also existing social institutions. In this case, the development of the creative economy through external party facilities and the internal potential of creative economy entrepreneurs in Sudirejo I Village, Medan City District is very much needed. The internal development for SME entrepreneurs in Sudirejo I Village, Medan City District consists of:

1. Procurement of capital
2. Innovation in production results
3. Expansion of marketing network
4. Procurement of facilities and infrastructure

For external development for entrepreneurs in Sudirejo I Village, Medan City District with assistance from the Cooperative and Creative Economy Service. The role of the government in developing the creative economy is very necessary because the creative economy is one of the potential businesses to improve people's welfare. In this case, the role of the Cooperative and SME Service is an extension of the Regional Government to help overcome problems that occur in the development of the creative economy in terms of production and processing, marketing, human resources, and design and technology as follows:

1. Providing creative economy access to capital sources Creative economy generally relies on its own capital in running its business. Regarding the provision of access to funding sources, the Cooperatives Service should have provided access for the community to initial capital. Where the disbursement of funds provided comes from the central government (Ministry of Cooperatives and SMEs). With the access to capital sources for the creative economy, it aims to make it easier for creative economy entrepreneurs when there is a lack of capital in their business and to be able to develop creative economy entrepreneurs in Sudirejo I Village, Medan Kota District.
2. The provision of Coaching and Training carried out by the Cooperatives and SMEs Service is a form of empowerment as motivation or encouragement for the community to hone their abilities and can provide knowledge and skills for people who want to open their own businesses.
3. Provision of facilities and infrastructure in this case the government Cooperatives Office provides facilities and infrastructure by providing a free place as a trainer for people who want to do business. In addition, in marketing, activities such as bazaars or exhibitions for creative economic products are also provided by the Cooperatives Office.

**Empowerment of the creative economy**

Empowerment is an effort made by the community to empower or improve a particular business. Community empowerment is an economic development concept that encapsulates social values. In the process of community empowerment, it is directed at developing human resources, creating business opportunities that are in accordance with the wishes of the community based on existing potential. Given the strategic role of the creative economy, it is necessary to empower the creative economy so that it can grow and develop into a strong and independent business according to Law No. 20/2008 concerning the creative economy.

The empowerment of the creative economy is organized as a unity and development of the national economy to realize the prosperity of the people. Based on the principle of family, efforts to empower the creative economy are part of the national economy organized based on economic democracy with the principles of togetherness, sustainability, environmental insight, independence, balance, progress and unity of the national economy for the welfare of all Indonesian people.

The empowerment of the creative economy is very helpful for entrepreneurs in developing their businesses. The results of interviews with informants are that initially they opened a business with their own capital, never took out a loan from a cooperative or in other



forms of loans. If to get assistance never but there are also some entrepreneurs who get assistance in the form of goods. This is also in line with the results of interviews with the 2nd informant, namely if for assistance in terms of capital or goods from the government has never received, for 5 years the business has been running but there are also entrepreneurs who get assistance such as cabinets for selling. From the results of the interview, not all creative economy empowerment has been received, but on average, entrepreneurs in Sudirejo I Village, Medan City District, use their own capital to build their business. In this case, entrepreneurs who are given the opportunity to receive assistance in the form of goods are entrepreneurs who can be said to live in that location and only use the location in the morning. In the context of creative economy empowerment, stakeholder involvement is very important in determining its success.

After attending the training, the participants' knowledge and understanding increased. At the beginning of the pre-test, some participants understood only Instagram, Facebook and Youtube variations of social media, but after the training, participants learned about variations of social media for other businesses such as TikTok Affiliate, Whatsapp Business. In addition, 20% of participants only understood variations of content in the form of product videos, after training 85% of them understood variations of videos which were divided into product videos, animated videos, and storytelling videos. Then on the ease of determining the value of the content, participants initially focused on product advantages only, but after training they found it easier to make videos based on product quality and product historical stories. Furthermore, on optimizing content distribution, after training, participants' understanding increased to disseminate it on various social media platforms. The last is an evaluation of understanding engagement or audience response to the content created. Participants become more aware that feedback from the audience is needed as material for evaluating content that has been made interesting or not as well as a measure of content interactivity.

Empowerment in the context of society has the goal of developing the abilities of the community, changing community behavior, and organizing the community. The types of businesses are creative economists in Sudirejo I Village, Medan Kota District, which on average have been established for approximately 3-5 years and some have been established for almost 20 years. With the empowerment of the creative economy, it will be able to help the community meet their daily consumption needs. Community development is directed at programs and activities to build a CREATIVE ECONOMY in the village as a whole concerning the economic sector.

There are several empowerment strategies that are carried out to empower the creative economy in Sudirejo I Village, Medan Kota District, namely:

1. Procurement of training or education and training on how to market through digital. Marketing through digital or online is currently developing rapidly, therefore creative economy business actors must receive training in the form of providing knowledge to understand marketing through digital in depth with the aim of making it easier for creative economy business actors to market their products because the interest of consumers is shopping online according to those who are busy, it really helps them to buy something
2. Business Capital Level, capital is very important for business actors who want their business to grow bigger, therefore the Service must facilitate access to capital in the development of the creative economy, such as facilitating cooperation with financial institutions for banking because until now there are still many creative economies that run their businesses with personal money.
3. The level of training makes more innovative production by increasing more innovative production, then we will be able to compete with people from outside or from within. Because with the existence of a free market, there are more and more competitors not only

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from outside but also from within, therefore creative economic business actors must provide innovation.

4. Develop business interest in participating in bazaars as it is known that the implementation of the empowerment program that has been carried out by the Cooperatives and CREATIVE ECONOMY Service, namely with a bazaar for business actors, informs many consumers that the products they have are very good and can compete with foreign products, therefore it is hoped that business actors will have an interest in participating in the bazaar.

In addition to the empowerment efforts carried out by the community, there is also assistance in the form of facilities provided by the local government to support the empowerment efforts. However, the facilities provided are not yet on target, through socialization and assistance in the form of facilities provided by the local government is the development of the community's economy in Sudirejo I Village, Medan Kota District, namely facilitating creative economic business actors so that they can make innovations to obtain the knowledge provided during socialization.

In empowering the creative economy, the government should be fair and transparent in providing assistance to entrepreneurs so that there is no misunderstanding between entrepreneurs. There are some creative economy entrepreneurs who prefer to buy goods at cheaper stores because they think that buying goods at cheaper stores will get more profit. Business empowerment here reveals how individuals or groups develop a type of business to be even better. Because of course, with the improvement of business empowerment that is carried out, it can be one of the factors in strengthening the economy and of course welfare in increasing people's income.

**Inhibiting and Supporting Factors for Community Empowerment**

Through the development of the creative economy, the creative economy sector has been proven to play a role in economic growth and employment absorption. The potential in Sudirejo I Village, Medan City District, needs to be optimized and developed continuously in order to support the development of the community's economy. This development will certainly go well with the support of the government and related parties. The factors that influence the development of the creative economy in order to be highly competitive must be seen from the current conditions of the creative economy. Competitiveness is determined by the ability of Human Resources (HR) to produce goods, design prices and environmental factors that provide conducive factors so that the creative economy (creative economy) is able to compete tightly. The development of the creative economy in developing countries is hampered by many obstacles. These obstacles can vary from one region to another and also between companies.

The following are the obstacles to the creative economy experienced by entrepreneurs in Sudirejo I Village, Medan Kota District, namely:

1. Internal Factors
  - a. Limited capital is the main obstacle in developing creative economic businesses in Sudirejo I Village, Medan Kota District. The majority of entrepreneurs use their own capital in running their businesses. Lack of SME capital, therefore in general the creative economy is an individual business or a closed company, which relies on capital from the owner which is very limited, while loan capital from banks or other financial institutions is difficult to obtain because the administrative and technical requirements requested by the bank cannot be met. The results of interviews with entrepreneurs are that the difficulty is actually capital because opening a business with their own capital and usually the capital has not been returned due to the lack of customers coming, this makes it difficult for businesses to develop. The inhibiting factor for creative economic businesses is the lack of business capital. So that entrepreneurs feel the difficulty in developing their businesses with the absence of capital assistance from the government, this makes it difficult for creative economic business actors in Sudirejo I Village, Medan Kota District to develop.

- b. Limited Human Resources (HR) Most small businesses grow traditionally and are family businesses that are passed down from generation to generation. The limited HR of small businesses, both in terms of formal education and knowledge and skills, greatly influences the management of their businesses, making it difficult for these businesses to develop optimally. Interview in Sudirejo I Village, Medan Kota District, the development of new technologies to increase the competitiveness of the products they produce.
  - c. creative economy which is generally a family business unit has a very limited business network and low market penetration capability, plus the products produced are very limited in number and have less competitive quality. Different from large businesses that have a solid network and are supported by technology that can reach good promotions.
2. External Factors
- a. The business climate is not yet fully conducive to government policies to grow and develop creative economic businesses, although it continues to be refined from year to year, but it is felt to be not yet fully conducive. This can be seen, among other things, in the occurrence of unhealthy competition between small and large entrepreneurs.
  - b. Limited facilities and efforts, lack of information related to advances in science and technology, means that the facilities and infrastructure they have are not developing quickly and are less supportive of the progress of their business as expected.
  - c. The implications of regional autonomy with the enactment of Law No. 22 of 1999 concerning Regional Autonomy, where regional authorities have the autonomy to regulate and manage local communities. Changes to this system will have implications for creative economy business actors in the form of new regulations imposed on the creative economy. If this condition is not immediately fixed, it will reduce the competitiveness of the creative economy. Based on the inhibiting factors in empowering the creative economy. There are also efforts made to overcome these obstacles, namely the sub-district carries out activities to support business actors, one of which is by providing technical guidance which is held once a year with the hope that creative economy actors who have followed the guidance can develop their businesses.
  - d. Providing assistance in the form of interest-free loans with savings and loan programs and together with the sub-district to improve facilities and infrastructure. By implementing a weekly agenda for the community, namely mutual cooperation every Friday called clean Friday, where the community here cleans all public facilities and facilities and infrastructure that support the business activities of creative economic business actors.
- In order to run well, the government of Sudirejo I Subdistrict, Medan City District, is developing Human Resources by seeking skilled and innovative members.
- a. Supporting factors of the creative economy are things that influence the development and progress of creative economic empowerment that has been implemented. There are also supporting factors for the role of government in implementing empowerment programs through creative economic development.
  - b. The use of technological, information and communication facilities for the advancement of the creative economy in Indonesia is inseparable from the development of technology that is currently occurring. Several studies have shown that one of the supporting factors for the development of the creative economy is the use of technological, information and communication facilities. Business actors have begun to use technological facilities such as smartphones to expand their business market, as well as using applications such as WhatsApp and social media to market the products they sell.
  - c. Ease of Business Capital Loans, the development of the creative economy in Indonesia cannot be separated from the support of banking. The opening of access to banking financing and lowering people's business credit, encourages the growth of the creative economy. Even banks are required to allocate credit to the creative economy.

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d. Lowering the final PPH Rate for creative economy business actors, including taxpayers and debtors, submit their income tax reports to the state. The tax that must be submitted and reported is the final income tax or final pph.

e. Creative economic assistance

Empowerment is a process that needs to be done gradually and continuously. Therefore, creative economic assistance is a supporting factor to determine the success of the empowerment program through the development of the creative economy. This assistance strategy is needed for empowerment agents whose duties are only as facilitators, dynamicators and community guides in the field.

a. Training for creative economy business actors This training is a means and a forum to improve the abilities of participants, in addition, the training is also expected to be able to upload and develop all the potentials possessed by a person or society according to the needs themselves. Training for creative economies is expected to help develop the creative economy business that is being worked on so that it can become even bigger with more diverse products.

b. There are still people who have the will to progress and improve the quality of their lives. This is proven by the many people who are enthusiastic in participating in the training that is being carried out.

c. To make it easier for creative economy business actors with assistance from the government, creative economy entrepreneurs can establish specific locations for businesses such as fast food and visitors will also find it easier to find out the location of the business they have established.

d. In Sudirejo I Village, Medan District, many creative economy business actors set up their businesses. This strategic location makes it easier for creative economy business actors to open their businesses in that location because it does not rule out the possibility of many opportunities and benefits being taken because of the crowds of visitors every day at that location.

### **Discussion**

The understanding of creative economy business actors in using technology for business development has begun to be developed, but some of the training participants do not have equipment such as computers or laptops (notebooks) and then lack the ability to use the computer. Almost all training participants already have mobile phones or cellphones of the android type, business actors still have minimal knowledge and use in supporting business development through this digital technology.

The use of computers has not been used in the preparation of reports and business administration; the level of internet facility usage for the creative economy is still very low due to the expensive price of purchasing quotas and the absence of special rooms that can be provided by Sudirejo I Village, Medan Kota District to be able to access and use the internet network for free; The use of internet technology by the creative economy using Android phones is still limited to the need for communication and entertainment, for example only accessing certain social media applications and viewing entertainment through certain sites, so it has not been used as a place to find information related to business activities, either in the form of market information or information about design/packaging for the production of goods produced.

The main obstacle to the use of information technology in the form of computers and the internet among creative economy business actors in Sudirejo I Village, Medan Kota District is the limited human resources that support the use of these tools. In addition, the assumption of creative economy business actors who think that the use of this information technology will not necessarily increase the income and sales transactions of the business they run is one of the reasons for the still low use of information technology, some participants argued that they had



spent money on the use of this digitalization technology but it also did not necessarily increase their business profits.

This can also hinder the use of information technology by creative economy business actors; and Creative economy business actors in Sudirejo I Village, Medan Kota District who participated in this training mostly considered that the use of computers was unnecessary because most creative economy businesses do not really need computers in their business activities. The scope of the limitations of the application of Science and Technology (IPTEK) in this Community Service activity is in the form of training for partners which aims to provide entrepreneurial knowledge with marketing development through the use of information technology. The implementation of this program is filled with several ways, namely counseling, training with practical methods and mentoring. The benchmark used to assess the success or failure of this activity is the ability of partners to use Information Technology. Limited supporting resources in this case the Information Technology equipment needed to access information globally which is used as a tool for creative economic business activities is an obstacle in expanding marketing and developing businesses (market expansion). Things prepared by business actors participating in the training include, Electronic media, in this training participants must have communication tools (android phones, smartphones, tablets or computers), Telecommunication networks, Internet quota, email, social media accounts as needed.

Furthermore, Business actors have determined the production that will be published through this digital technique. Brands (goods or services), Photos, graphic designs, Coloring and ensuring that the graphic designs that have been made do not have similarities with graphic designs owned by other business actors. Readiness of facilities and infrastructure in the use of Information Technology by the creative economy as one solution for business development needs to be supported by the government. The level of education of creative economy business actors also influences the ability to utilize the internet and digital techniques. In other words, human resource capabilities have a major impact on access and use of information technology in advancing the creative economy. Creative economy business actors' skills and abilities in looking at opportunities are very minimal and their competitors' mentality is not strong enough. They even tend to expect capital assistance from the government which is usually channeled through the office of the Ministry of Cooperatives and Creative Economy of Medan City.

Utilization of the impact of Information Technology for the management and empowerment of the creative economy can be a priority to become one of the sustainable training programs, namely a program that not only delivers understanding and skills, but is also accompanied by mentoring. Through this Training Activity, it is expected to provide the ability of the creative economy to use and utilize Information Technology in marketing and developing creative economic businesses towards Information Technology-Based Creative Economic Businesses (e-business) which will have an impact on increasing sales transactions and income. Through this training, it was concluded that several things that encourage and hinder the use of Information Technology and digitalization in the development and empowerment of creative economic business actors in Sudirejo I Village, Medan District, Medan Area City, including the following: Supporting Factors, the supporting factors in this extension activity are the cooperation and seriousness of the training participants in participating in this training. In addition, some of the training participants asked to promote their trading business through Facebook social media, especially in the marketplace application.

According to the confession of one of the participants, this socialization activity was felt to be very useful because it opened his insight to sell his merchandise through the social media application WhatsApp by creating a WhatsApp group consisting of residents in his neighborhood. Furthermore, if there is a buyer, the merchandise will be delivered directly to the consumer's house concerned. Inhibiting Factors; low knowledge and level of education of

**TECHNICAL TRAINING FOR CREATIVE ECONOMY BUSINESS ACTORS IN PROMOTING SUPERIOR PRODUCTS IN THE VILLAGE SUDIREJO I DISTRICT, MEDAN CITY**

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participants in understanding the use of Information Technology is one of the inhibiting factors of this activity. In addition, the lack of ability to read opportunities for business development and limitations in the procurement of facilities and infrastructure are also other inhibiting factors. Likewise, in the implementation of this training there are several obstacles related to the problem of limited number of participants.

## CONCLUSION AND SUGGESTIONS

### Conclusion

1. Applying the methods used during training in promoting superior products, it is necessary to develop and improve the entrepreneurial spirit and explore business potential for creative economy business actors in Sudirejo I Village, Medan Kota District so that they can compete in the current digitalization era by utilizing IT and mastery of electronic media for business development.
2. Increasing the productivity of the creative economy so that it can compete in current business developments can be done by utilizing Information Technology as a means of promotion and distribution of creative economy products through digital media so that it can provide ease of transaction relations between traders and consumers. Through this activity, it is expected to provide the ability of the creative economy to use and utilize the existence of Information Technology in marketing and business development Towards a Creative Economy Based on Information Technology (e-business) which will have an impact on increasing sales transactions and income.

### Suggestion

1. It is hoped that with the use of Information Technology in the development and empowerment of the creative economy, it will become a training activity that is carried out for a long time and is also sustainable, this program does not only convey understanding and skills, but is also accompanied by mentoring.
2. Community service carried out in Sudirejo I Village, Medan Kota District, was possible thanks to support from various parties.

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