

Creative House Strategy For Increasing The Creativity Of Micro, Small And Medium Enterprises (UMKM) Pappandangan Village Polman District

Chuduriah Sahabuddin¹, Ayu Rahayu^{2*}, Sukmawati³, Abdul Malik⁴

¹ Education Program, Faculty of Teacher Training and Education Universitas Al Asyariah Mandar, Polman, West Sulawesi, Indonesia.

² Mathematics Department, Faculty of Mathematics and Natural Sciences Universitas Negeri Makassar, Makassar, South Sulawesi, Indonesia.

³ Public Health, Faculty of Public Health Universitas Al Asyariah Mandar, Polman, West Sulawesi, Indonesia.

⁴ Sharia Economic Law, Faculty of Islamic Religion Universitas Al Asyariah Mandar, Polman, West Sulawesi, Indonesia.

*Corresponding Author:

Email: ayu.rahayu@unm.ac.id

Abstract.

*The process of building the Village Creative House will have a new icon in increasing visitors and the economy of the local community. The function of the Village Creative House is as a place for training, mentoring, a place for production, a place for marketing the community's creative products and a place for the incubation process for creative products in Pappandangan village. This activity involved human resources from the Youth, Sports and Tourism Department of Polewali Mandar Regency, lecturers and students from Al Asyariah Mandar University as well as residents of Pappandangan village. The sub-activities in making Creative Houses are: village creative house building design, interior creation, wall decoration design, production training place layout, training place layout, marketing place creation layout. Apart from that, assistance is also provided to the community, namely: assistance to village art studios, assistance in processing typical village foods, assistance in processing Gadum plants (*Dioscorea hispida*) into chips and flour.*

Keywords: Creative House, Pappandangan and Small And Medium Enterprises.

I. INTRODUCTION

Creative House Design is a concept or initiative that aims to develop the potential for creativity and creative industry in Pajalan village. This concept focuses on empowering village communities through the development of various creative activities, such as handicrafts, art, design, music, dance, culinary, and so on. Creative Houses usually function as activity and training centers to develop the creative skills and talents of village communities. This place can be a place for village residents to learn and hone their skills in creative fields of interest. Besides, the Creative House can also act as a production center or marketing place for creative products produced by village communities. This aims to increase income and economic empowerment of village communities through creative industries. In a Creative House, there are usually various supporting facilities and facilities, such as training rooms, art studios, production equipment, shops or galleries to exhibit and sell creative products, as well as public areas for performances or cultural events. The aim of the Village Creative House is to develop local creative and cultural potential, improve the welfare of village communities, and strengthen the identity and sustainability of rural areas [1] & [2]. Initiatives such as Rumah Creative are vital in driving economic growth and sustainable development in rural areas, as well as preserving rich local culture and heritage.

The initial design location was changed. The village creative house was brought in by the village head's house or an unused room in the village office. After coordinating with partners from the Polewali Mandar Regency Youth, Sports and Tourism Service and the tourist village locus, namely the Pappandangan village head, it was determined that the Pappandangan Village Creative House was located at The "Sarung Allo" Tourism area is one of the tourist attractions in Anreapi District, Pappandangan Village which is visited by many people in Polewali Mandar and its surroundings and has become a new tourist attraction in the tourist village. The aims of making this creative village house are: to become a new icon for tourist

villages in West Sulawesi, especially Polewali Mandar; village production center for local products; marketing center for local village products; training center or economic empowerment for village communities; center for performing arts and culture typical of village. The stages of implementing this service activity are part of the Matching Fund grant program provided by the Ministry of Education and Culture with Al Asyariah Mandar University as the program implementer in collaboration with the Youth, Sports and Tourism Office of Polewali Mandar Regency, West Sulawesi and Pappadangan Village as the recipient of the impact of this program .



- a) The First Stage
Coordination with service partners and the village of Papbayar as recipients of the program's impacts in the form of program implementation starting from the beginning of the program to the final stage.
- b) The Second Stage
Creative House construction
- c) The Third Stage
Village community assistance, namely; Village Art Studio Assistance; Assistance with typical village food; Assistance in processing gadum into flour and chips.
- d) The Fourth Stage
Activity evaluation
- e) The Fifth Stage
Preparation of documents reporting activities that have been carried out.

II. RESULT AND DISCUSSION

2.1. Creative House Building Plans

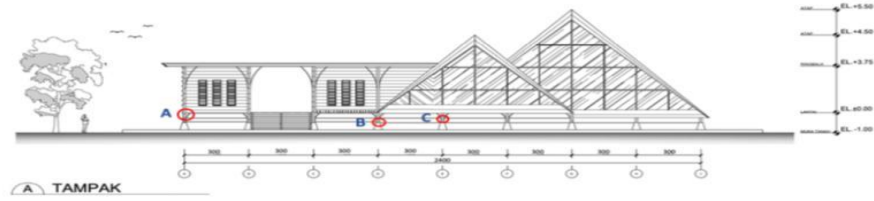
At the design stage of the Creative House building, Andi Hildayanti, S.T., M.T as the Architect or designed the creative village house with the basic design concept containing several elements including:

- a. Economic value, namely economic value applied to creating space for trade, space to manage agricultural products, as well as space to empower local communities
- b. Social, namely social value, is realized in the creation of social facilities such as public space
- c. Environment, that is, environmental values are realized through dismantling strategies, the use of local materials

Based on elements above, a design concept emerges that is able to make humans feel connected to nature, thus creating awareness to protect and preserve it to achieve sustainability in the future, not only individual buildings but also causal relationships between the environment, social and economic conditions [4] & [5]. Regarding the strategy for the form of a creative village house, namely by looking at the local community with elements of traditional houses in the village of Pappajalan with typical houses on stilts that blend with the natural mountains so that elements of locality are maintained. Regarding the strategy for the form of a creative village house, namely by looking at the local community with elements of traditional houses in the village of Pappajalan with typical houses on stilts that blend with the natural mountains so that elements of locality are maintained.

DETAIL STRUKTUR RANGKA BAWAH

1. TAMPAK DEPAN



Keterangan detail A, detail B, dan detail C (penggambaran setelah umpak)

Fig 1. Details of the Structure of the Village Creative House

After the design stage, land preparation continues in the "Sarung Allo" natural tourism area as the location for the Village Creative House. The building site size is 30*26 m, building dimensions 24*9 m, building base coefficient 30% from outside the development site. After that, the process of making and installing the foundation was carried out by the village community independently. The following is documentation of the land preparation stages up to the construction of the Village Creative House.





Fig 2. Creative Home Making Process

2.2. Village Art Studio Assistance

Pappandangan Village is a village with extraordinary natural wealth. A village with natural wealth in the form of a river that stretches along the village road. Trees with a very harmonious pluralistic society. Community activity has the potential to support the development of village tourism. This also applies to village youth who have always needed space for expression and collaboration to help the village progress. The village art studio is a forum that can accommodate young people's ideas and creativity (i) to create a performance. The art studio that was first formed was a forum for developing the talents and interests of the community, especially young people. From the large number of people in the village, the village government has high hopes that village tourism will develop, followed by all the potential that exists in the village, including social potential. Village Art Studios have various important functions in the cultural and social context of a village or community.

These functions can contribute to cultural preservation, artistic development, and community empowerment. The following are some general functions of village art studios: 1. Preserving Local Culture. Village art studios participate in preserving local cultural heritage, including traditions, dance, music, fine arts and folklore. They play an important role in maintaining the cultural identity and history of the community. 2. hone the artistic skills of village communities. 3. has the opportunity to generate income for tourism in the village. Through this mentoring activity, an art studio was formed which was named, "Sarung Allo Art Studio". It is hoped that the art studio will become a forum for preserving the culture and art of the local community. Apart from that, a typical village dance was also created which was named the dance, "Pa'bakkang Ulu". This dance tells the story of the historical journey of Pappandangan village, so that the village was given the name "Pappandangan" village.



Fig 3. Dance Accompaniment "Pa'bakkang Ulu"

2.3. Assistance in Processing Typical Village Food

The potential for areas that are not promoted will result in cultural disappearance. Typical village culinary delights are an important part of local cultural heritage, it is likely that these traditions and recipes will fade and even disappear so that there is no longer anything to make them even like traditional food.

Introducing typical village culinary delights which have several important benefits, both locally and more broadly.

1. **Maintaining Local Culture.** The village's culinary specialties are an important part of the local cultural heritage. Introducing these foods helps preserve and celebrate culinary traditions that have existed for centuries. It also helps maintain the cultural identity of an area [5].
2. **Local Economic Development.** Local Economic Development is an effort to increase economic growth and prosperity in a particular region or community. This aims to strengthen the local economy and maximize the potential of existing resources in the region [6]. Some important aspects of local economic development include:
 1. **Local Business Development:** Encouraging the growth and development of local businesses, including micro, small and medium enterprises (UMKM), which are often the backbone of the local economy.

There are several consequences that occur if typical village culinary delights are not promoted, several consequences that can occur, one of which is that cultural preservation is threatened. Without promotion, typical village culinary delights may be forgotten or ignored over time. This can threaten the preservation of local culture, as food is often an important part of a region's cultural identity [7] & [8]. In other words, before the matching fund program started, in Pappandangan Village there was absolutely no knowledge of local arts and culture, all the ancestral stories were no longer known by many people, only a handful of people such as the village head and traditional leaders knew the stories and customs. Those in the village. This causes the need for assistance to explore this matter to become greater. Youth in the village used to only spend time chatting, or went out of the village to socialize because being in Pappandangan, according to some people, meant they didn't know news from outside because the network was also unstable.



Fig 4. Assistance in Making Special Foods



Fig 5. Packaging of Special Foods of Pappandangan Village

2.4 Assistance in Processing Gadung (*Dioscorea hispida*) into Flour and Chips

Gadung yam (*Dioscorea hispida*) is a type of tuber plant that grows in various tropical and subtropical regions, especially in Southeast Asia and South Asia. This plant is known by several other names, such as "ratalu" in India, "kaow pom" in Thailand, and "gadung" in India. Here are some characteristics of gadung sweet potato: 1. Tuber: The part of the plant that is most often used is the tuber. Gadung tubers are usually cylindrical or slightly swollen and have reddish brown or purple outer skin. The flesh of this tuber is white or pale yellow. Gadung sweet potato, or *Dioscorea hispida*, contains various nutrients and nutrients that are beneficial for human health. The following are some of the main components that can be found in yam gadung: carbohydrates: yam gadung is rich in carbohydrates, which are the main source of energy in food. This makes it a good choice for meeting daily energy needs. Apart from carbohydrates, Gadung sweet potato (*Dioscorea hispida*) contains various other nutrients that are important for health. The following are some of the main contents of gadung yam apart from carbohydrates, Fiber: Gadung yam contains dietary fiber which is beneficial for digestion. Fiber helps maintain gut health, regulates bowel movements, and can help control blood sugar levels. Here's how to make gadung crackers.

Before being processed into crackers, gadung must first be made into gadung flour. Making flour from gadung tubers can be a fairly simple process.



Fig 6. Assistance in the Making and Packaging Process of Gadung Flour and Chips

III. CONCLUSION

The tourist village area will have a new icon in increasing visitors and the economy of the local community. The function of the Village Creative House is as a place for training, mentoring, a place for production, a place for marketing the community's creative products and a place for the incubation process

for creative products in Papbayar village. The creative economic potential in the form of local community work will be empowered to become productive creative economic products. For this reason, local communities or MSMEs will be given training and assistance so that they have the ability and skills to manage all natural potential and local products to improve the local community's economy. This activity was carried out by a team from Al Asyariah Mandar University, the Youth, Sports and Tourism Department of Polewali Mandar district, lecturers and students from Al Asyariah Mandar University.

IV. ACKNOWLEDGMENTS

The creation of this Village Creative House was financed by Papbayar village funds and a grant from the tokoreka matching fund program from the Ministry of Education, Culture, Research and Technology with the proposal title "Creative House Innovation in Sustainable Tourism Development" which was implemented by Al Asyariah Mandar University in collaboration with the Department of Youth, Sports , and Tourism.

REFERENCES

- [1] Napitulu, P. A. W., Setiadi, P. B., & Rahayu, S. (2022). Model pemberdayaan masyarakat dan strategi pemasaran pada pengembangan Desa Wisata Rumah Budaya Watulimo yang berbasis industri kreatif di Kabupaten Trenggalek. *Eqien-Jurnal Ekonomi Dan Bisnis*, 11(1), 59-67.
- [2] Astuti, N. N., Triyuni, N. N., Elistyawati, I., Bagiastuti, N. K., & Ginaya, G. (2019, November). Developing Creative Tourism In Rural Area: Case Study In Beraban Village; Selemadeg Timur; Tabanan Regency. In *International Conference on Social Science 2019 (ICSS 2019)* (pp. 1105-1110). Atlantis Press
- [3] Cahyaningsih, D. S., Suhartono, T., & Widayati, S. (2021). Menggali potensi ekonomi kreatif sebagai sarana pendukung desa wisata. *Abdimas:Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 6(2),210-220.
- [4] Nugraha, A., & Saputra, Y. (2023). Independent creative village program as an effort to prosper the community based on village potential. *Journal of Community Service in Science and Engineering (JoCSE)*, 2(2), 42-44
- [5] Budiarta, K., Hidayat, A., Nura, A., Anugrah, A. I., & Sienny, S. (2021). Pendampingan Manajemen Usaha Lemang Makanan Khas Kota Tebing Tinggi. *RESONA: Jurnal Ilmiah Pengabdian Masyarakat*, 5(1), 48-62.
- [6] Nadjmuddin, M., Sunani, S., Yusri, Y., Ariyanti, I., Wulandari, F., Putri, T., & Putri, W. P. (2022). Pendampingan Pembuatan Kemasan Dan Iklan Kuliner Khas Daerah Produk Pedagang Kecil Di Kecamatan Ilir Barat I Palembang. *Aptekmas Jurnal Pengabdian pada Masyarakat*, 5(1), 153-161.
- [7] Arifudin, O., Wahrudin, U., Rusmana, F. D., & Tanjung, R. (2020). Pendampingan UMKM Dalam Meningkatkan Hasil Produksi Dan Hasil Penjualan Opak Makanan Khas Jawa Barat. *Jurnal Karya Abdi Masyarakat*, 4(2), 313-322.
- [8] Suprobawati, D., Sugiharto, M., & Miskan, M. (2022). Strategi Pengembangan Desa Wisata Kreatif Berbasis Masyarakat Kearifan Lokal Hendrosari Gresik. *Jurnal Ilmiah Manajemen Publik Dan Kebijakan Sosial*, 6(1), 53-68.