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DEVELOPMENT OF CREATIVE INDUSTRIES TRAINING TOWARDS SHARIA ECONOMIC EMPOWERMENT IN BILALANGNGE COMMUNITY, PAREPARE CITY, SOUTH SULAWESI

Fikri Lahafi¹, Agus Muchsin², Syahriyah Semaun³^{1,2,3}Sharia and Islamic Economy, IAIN Parepare Jl. Amal Bakti No.8 Kota Parepare, IndonesiaCorresponding Author Email: fikristainpare@gmail.com

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ABSTRACT

This study discusses the development of creative industries training to sharia economic empowerment of bilalangnge community, parepare city which mainly consist of two problems: 1) the process of the development of creative industries in bilalangnge community; and 2) economic change and economic strengthening through creative industry training in bilalangnge community. the approach used is qualitative descriptive analysis method. the data were obtained through observations and interviews in bilalangnge community. the results showed that the process of creative industry activities as an effort to empower the economy in the bilalangnge community was to motivate and change the construction of thinking that the lazy community to be more creative in developing the economy. changes and economic strength in the bilalangnge community is an increase in income every day, become prosperous after carrying out training, becoming a skilled worker, and have the ability to manage product marketing effectively and efficiently.

KEYWORDS

development, creative industries training, sharia economic empowerment, flower arrangement

1. INTRODUCTION

The condition of Bilalangnge community is very difficult for financial needs. They are very limited in the economy and do not have the capital and skills to increase their daily income. Even though, they have rice fields or gardens, but they can only grow during the rainy season. The Bilalangnge community is unable to keep up with their daily living expenses.

Working as a farmer is a hereditary inheritance in the community of Bilalangnge. Bilalangnge people sometimes fail to harvest [1] and almost all of them have debts in financial institutions. Bilalangnge people really need sharia economic empowerment to become strong and independent people. Sharia economic empowerment aims to become skilled workers in developing businesses. They are able to solve the problems of the cost of daily living, especially during the dry season. Because in the dry season their fields rice become dry and barren.

The Bilalangnge community is a marginal community, poor, has no skills other than farming. They experience the limitations of survival in their daily lives. They are depressed by difficult natural conditions and they do not have the capital to do business.

Development of talent, technology and cooperation are very important provisions for creativity in sharia economic empowerment. Sharia economic empowerment must be supported by creative people to generate new ideas and new product. This effort results in new jobs in sharia economic empowerment [2-4].

Basically, the Bilalangnge community has resources in their economic development. However, they did not receive attention to conduct training,

so, they lived in poverty and underdevelopment. They are not prosperous compared to other communities in the City of Parepare. In fact, they have natural potential like forests to be utilized, so they can live more properly. Therefore, sharia economic empowerment through training can change the mindset of the Bilalangnge community towards a more prosperous life. They are live in welfare economic [5].

The income of the Bilalangnge community as a farmer earns only an average of around seven million rupiahs per harvest in a year. They must spend the cost of poison grass, seeds and fertilizer as an additional cost. When the dry season arrives, the people of Bilalangnge prefer to be unemployed than they are looking for another job [6]. Husbands as heads of families do not have awareness of the burden of life on their wives, children and other families. This situation forced the Bilalangnge community to become indebted, sometimes the old debts were not able to be repaid, then added to the new debt from the capital owners without paying off the old debt.

Domination of women in domestic work has a greater obligation than childcare and other household activities. However, they lack employment opportunities that can become entrepreneurship as a more profitable option for their family's income [7-10]. Women's training groups are the first step in increasing social and economic capacity. Training in women's entrepreneurship development is an effort to improve conditions of economic difficulties. In addition, developing women's awareness about entrepreneurship in changing conditions, so that they are able to maintain their survival [11].

Human resource development highlights change and serves to be reactive and proactive and executive [12]. Through training in sharia economic empowerment, it can be estimated that they are able to live in prosperity and be competitive in economic and social culture. Sharia economic

empowerment for Bilalange community is an effort to improve the economy and family income, escape poverty and underdevelopment. In other words, the transformation of sharia economic empowerment in the Bilalange community by conducting training is a creative industry with flower arrangement.

Flower arrangement has very good prospects, people who have expertise in flower arrangement by displaying beautiful models can get high offers. there is a lot of support for flowers to be rich with skills in flower arrangement, especially if they dare to perform at every exhibition [13-14].

Creative industry training by arranging flowers by involving housewives as participants. The participants in flower arrangement came from families with weak economies. Creative industry training aims to help increase her husband's income, become skilled, and very productive in developing their businesses. Creative industry training by arranging flowers, they are easier to earn money, flower products have an attractive, unique and very marketable.

2. METHOD

The approach is used a qualitative descriptive analysis method. The data were obtained through direct observations and interviews in Bilalange Community.

Primary data sourced from field in the form interview result with Bilalange community. Secondary data source is reference material from primary source. Furthermore, the secondary sources in this study may also be sourced from the data necessary to sharpen the development of creative industry training towards flower arrangement in Bilalange community. The method used in collecting data for this study is the collection of library materials, namely collecting data and information. Secondary data is collected by conducting literature study, that is by searching and collecting legal sources of creative industry training towards flower arrangement in Bilalange community, research results, scientific journals, scientific articles, and seminar papers related to creative industry training towards flower arrangement in Bilalange community.

Collecting materials from the field study, which is conducted through interviews. Interview is a way of collecting data by asking questions directly to infoman. The data collection instrument is a list of interview questions. Processing techniques and data analysis used are qualitative to secondary data and primary data. Furthermore, the data is constructed based on the content and structure of the discussion to obtain an overview of the concept of creative industry training towards flower arrangement in Bilalange community.

3. RESULTS AND DISCUSSION

Development of creative industries training with flower arrangement, consist of two problems:

3.1 The Process of the Development of Creative Industries in Bilalange Community

The process of sharia economic empowerment focuses on creative industry with training in flowers arrangement to realize prosperity in Bilalange community. The creative industry by flowers arrangement is to increase the role of community towards sharia economic empowerment and competitiveness [15]. They can ensure the sustainable use of natural resources and living environment.

Flower arrangement training is carried out in several stages, as follows; 1) inviting the whole community; 2) identify their work, and 3) determine creative industry activities by arranging flowers. Among them as participants were two fifty housewives and the average from education was the junior high school level. That situation caused the Bilalange community to be underdevelopment. This situation forced them to become farmers, they did not have a permanent job, even they became unemployed.

As a wife, it is usually very difficult to manage the needs of the family finances. Wives from families in the Bilalange community only expect her husband's income. That way, the training in flower arrangement can gradually help the family economy.

The goal of flower arrangement training in Bilalange community is to realize their economy for the better by having the skills and expertise. In addition, it aims to increase awareness of the role of local governments in

sharia economic empowerment of Bilalange community, so that they can guarantee their survival.

Identification of participants start from housewives of productive age to develop their business, and they are easier to motivate to develop their talents. The choice of housewives as participants is to help their husbands in family finances. Their husbands are only farmers, drivers, carpenters, port laborers. Domestic tasks as wives as they care for children, wash and clean the house, so that they only depend on their husband's income. The creative industry with flower arrangement is the main choice of training activities, because this training is more efficient, easy to market products compared to other skills such as bamboo weaving that is more complicated and takes time.

The training of flower arranging by large groups in the Bilalange community is a new and fun skill, the raw materials are very cheap, the availability of trainers who can guide them. Housewives are very interested in developing a flower arrangement business, because many receive orders from customers for home and office accessories.

The marketing of flowers arrangement products in Bilalange community, they prioritize the improvement of quality and beauty. This means that quality and cheap goods are easier to buy by people. The implementation of creative industry from the flower arrangement business in Bilalange community was carried out smoothly, effectively and efficiently.

Training schemes from the creative industry through the flowers arrangement are the development of production, marketing, human resources and technology. The creative industry of this flowers arrangement business are strengthening and increasing the knowledge of people in Bilalange community in entrepreneurial culture, improving managerial skills, and developing educational institutions, training and business consultations. The flowers arrangement business needs raw materials such as wire, tasi, wire tape, flower leaves, flower funnels, saris, glass flower vases and leaf decorations to further enhance the beauty of flowers.

3.1 Economic Change and Economic Strengthening through Creative Industry Training in Bilalange Community

They transparently stated that many changes are found to develop new skills in flowers arrangement and others. The creative industry could encourage the awareness of Bilalange community to market their products of flowers arrangement. Thus, it is a very substantial change from creative industry, they become skilled workers. There are new skills that are ready to be developed in the market world.

Generally, the participants responded positively with a very satisfied attitude after the implementation of flowers arrangement training. In reality, to measure the economic strength of Bilalange community with an average they have a commitment to make training products to flowers arrangement as a source of income.

Unfortunately, the location of Bilalange community still has a big challenge in selling its products (Figure 1). The location of Bilalange community is not a tourist area, sometimes they must be smart to use business opportunities. Therefore, they have succeeded in increasing work motivation, that time is money. Starting from that principle, the Bilalange community have been actively working, including by producing developing accessories, in order to try to improve their survival.

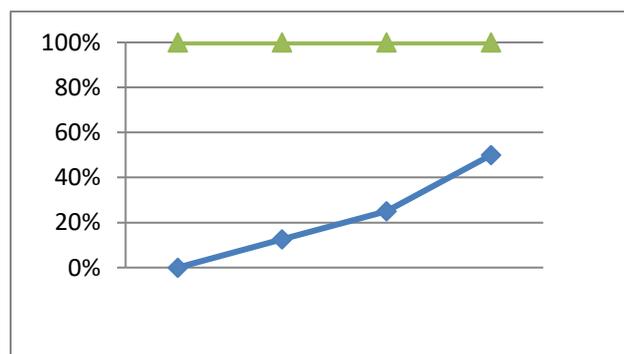
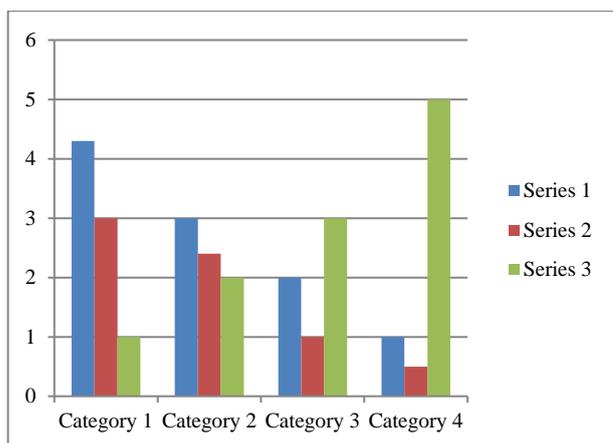


Figure 1: Economy Change Bilalange Community

In Figure 1 shows that the conditions before Bilalangan community participated in the flower arrangement training, they did not understand it and it was very difficult to arrange flowers. They did not believe to be able to do it. When they took part in training, Bilalangan community changes a lot and the difficulties begin to be overcome. After attending the training, they have the ability as skilled workers, and they are able to independently. In fact, they have already sold their products with varying prices, there are selling one flower, the price starts from 10,000 Rupiah to 50,000 Rupiah. They never thought if the flower arrangement activities make money.

At present the flower arrangement products have become the routines of Bilalangan community. Of course, flower arrangement is a business area by Bilalangan community, and they can fill their empty time into daily activities. So, flower arrangement is an economic empowerment that has the prospect of becoming a prosperous community (Figure 2).



Series 1 = They are poor and very difficult for financial needs.
Series 2 = They are in debt
Series 3 = They are prosperous

Figure 2: Economy strength through creative industry

In Figure 2 shown that;

1) Category 1: Before the implementation of creative industry training, they experienced family economic and financial difficulties. The profession as a farmers forced them to borrow money in financial institutions. Sometimes they have to pay debts after harvest, so they deficiency supply for their survival.

2) Category 2: During the creative industry training process, they can sell flower products with other communities, so they have new income from Rp. 10,000 to Rp. 50,000.

3) Category 3: After the creative industry training has been completed, they have skills by flowers arrangement to become a new source of income. The products can be sold and sometimes receive decorative flower orders from other communities.

4) Category 4: The products of creative industry training become economic strength to improve their lives. At present, they can be sufficient for their daily needs. The Bilalangan community has become a prosperous society.

4. CONCLUSIONS

The process of creative industry activity with flower arrangement is an effort to empower the economy in Bilalangan community to motivate and change the construction of their thinking from the lazy community to be more creative in developing their economy. Flower arrangement training is carried out in a practical, easy, effective and efficient manner. Flower arrangement training in Bilalangan community are very enthusiastic and optimistic, even though they still look forward to the creative industry with other activities.

Changes and economic strength in the Bilalangan community is an increase in income every day, become prosperous after carrying out

training, becoming a skilled worker, and have the ability to manage product marketing effectively and efficiently. Flower arrangement becomes a new source of income in Bilalangan community and makes a prosperous community.

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