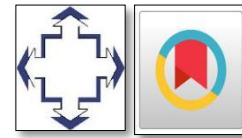


# FINDING THE CHARACTERISTICS OF CREATIVE PEOPLE IN DEVELOPING VILLAGES FOR THE FOUNDATION OF CREATIVE INDUSTRY



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## ARTICLE INFO

### Article history

Received 11/12/2020

Revised 1/2/2021

Accepted 18/2/2021

### Keywords

Creativity

SME entrepreneurial

Youth

Small and medium Industry

Creative Industry

## ABSTRACT

Every element of the community in the village should participate to optimize the potency that the village has. The village in Kuala Betara sub-district have marine resources, agriculture and plantation. Even with all of that benefit, if there is no support from creative human resources, it must be difficult for the village to create creative industry. Small and medium industry entrepreneurs have been utilizing the natural wealth of the village as the raw material of their production but they face obstacles in managing it due to their limited skills that are acquired self-taught and passed on from generation to generation, limited capital, unsophisticated production and packaging tools, limited market access due to limited production and the market is conventional only, including being not optimal in involving youth who are better in information technology. Meanwhile, the information about creative products can be easily obtained through internet. In addition, the youth also have not optimized the usage of internet as the media to collect creative ideas that will be useful in developing products of small and medium industry in the village. Besides, this industry can be a platform for youth to increase the quality through creativity. The method used in this research is survey with descriptive analysis. The result shows that the creativity of small and medium industry entrepreneurs and youth is in average level. Started from the main characteristics of creative people, possible characteristic of creative people, and side characteristic of creative people. Even so, it is found that there are three entrepreneurs of small and medium industry and 42 youth who are belong to high level of creative people. These kind of people are the main and valuable assets to collaborate and becoming the foundation of creative industry in village.

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## 1. Introduction

The Government of Indonesia officially launched the Creative Economy Program (Presidential Instruction No. 6 of 2009 on Creative Economic Development) which must be implemented by several ministries /institutions and all local governments (provinces and districts / cities). The presence of creative economy gives birth to ideas that are expected to add value to the society's economy (Saksono, 2012). The creative economy is certainly born from creative ideas to stimulate economic growth. The question is now how far is the creativity of government, local government, and society to support the creative economy and creative industries, because the tools of production of creative industries are the human minds. Creative ideas can be realized soon if we are tough enough to develop them to be perfect. It means that creative economic development efforts require seriousness, hardness of heart, and persistence (Agung, 2011).

Over time, the creative industry has not spread to all regions of Indonesia. Ideally, each region creates a creative industry based on the specifications and uniqueness of each respective regions both in the city and in the village. If creative industries have been created mostly in cities, where the entrepreneurs have access to education, training, technology, especially information technology, it will certainly allow them to be able to develop their skills. In big cities, creative industries have higher potential to develop, such as Malang City, which has strong potential and competitiveness with the best creative industry products. One of the supporting elements is innovative human resources and superior products from Malang city, such as ceramic handicrafts, embroidery, furniture, jewelry (accessories), calligraphy, food, and others (Ratnawati, 2019). But how about creating a creative industry in the village?. The number one priority needed to develop the village's local creative economy is community empowerment (Fauzan, 2016). Community empowerment efforts for small and medium-sized industrial entrepreneurs in the short term include creativity training in production (Indrawijaya, Machpudin, Dahmiri, 2018).

The village is home for natural resources managed by small and medium industrial entrepreneurs. Regency of Tanjung Jabung Barat holds the potential of the village such as highly prospective and reliable natural resources available such as mining, fishery plantations, and agriculture. Kuala Betara sub-district is the only sub-district that has 3 potential natural resources in Tanjung Jabung Barat Regency. This is supported by coconut production in Kuala Betara District which reaches 10,264 tons, palm oil 1,171 tons, coffee 199 tons, areca nut 1,606 tons and wetland paddy production is 4,280 kw (BPS, 2020). The potential of marine and general fishery products because geographically it is a marine area. Captured fisheries production in Kuala Betara District is 21,791 tonnes (BPS, 2019)

The raw materials of small and medium industries in Kuala Betara sub-district come from the potential of the village including shrimp crackers, dried small shrimp and woven. Based on early observations of small and medium-sized industries in the village, it is still difficult for them to include elements of creativity in their products, while nowadays the market prefers creative products. Not only that, access to the small and medium-sized industry market has not expanded, the limitations of the products produced and the packaging of products. No trademarks have also become a serious problem, especially halal labels and information that the products are healthy for consumption. Trademarks are indispensable to further reassure consumers that small and medium-sized industrial products are safe to consume and legally produce. This means that the management of small and medium-sized industries in the village is still experiencing various obstacles. The situation is supported by the research results from Indrawijaya et al (2018) that most of the small and medium-sized industry players have lack of knowledge about how to get assistance from the government, loans from financial institutions both banks and non-banks for business development, market access to small and medium-sized industrial products is still very low so it is difficult to penetrate markets outside the district, lack of availability of access to information for market development, small and medium-sized industry players still use

traditional hereditary production techniques and only a few of them did technology changes in producing modernly, classic constraint to create and develop technology is that it required high cost.

There are several strategies that can be done for the development of small industries, among others are improving the quality of human resources (HR), utilizing the local workforce, including optimizing strategic industrial locations (Gunawan & Permadi, 2015). Improving the quality of small and medium-sized industrial entrepreneurs is to have the characteristics of creative people. The community, when they are given the opportunity and trust to improve their quality through creativity, they will be actively participated in regional development to increase economic income through creative economic development activities (Ridwan & Catur, 2018).

Not only small and medium-sized industrial entrepreneurs, but young people in the village must also be improved through creativity. Hopefully, young people who have the characteristics of creative people can join with small and medium-sized industry entrepreneurs to become the foundation of creative industry in the village. Small and medium-sized industries become a forum to optimize the creativity of entrepreneurs and youth. The condition faced by youth in Kuala Betara subdistrict today is that the competitiveness in the youth environment to be creative is still weak, even if they get information related to business opportunities, they are confused about how do they have to start. Although they have access to the internet, they have not been able to make optimal use of them. There are still many young people who use internet for online games only. Whereas internet can provide more benefits for the sustainability of small industries, especially online marketing. Internet as a communication product provides ease of obtaining knowledge of target consumers to be achieved, knowledge about the current market situation, market demand, and things that are trending today (Aisyah Nur Afifah, et al., 2018). The implementation of digital marketing is positively related to the achievement of young entrepreneurs' businesses such as increased sales and profit, expansion of market share, deepening customer loyalty, and increasing competitive advantage (Prathivi, 2019). Although the benefits are so great, the obstacle is that there are still some small industry entrepreneurs in the village who do not know about the use of the internet and digital marketing.

Internet media such as youtube can be used by youth to sell small and medium-sized industrial products in the village online and makes it more attractive. As a channel of public communication and digital entrepreneurship, youtube is able to create a new environment for the evolution of creative industries based on ideas, networks, and self-creativity. Youtube is directly able to educate the public through social media about how to promote new types of businesses based digital entrepreneurship through the creativity and contribution of youth to digital natives. (Sujoko & Fatanti, 2017).

On the other hand, the knowledge and experience of small and medium-sized industrial entrepreneurs can be given to young people who want to become entrepreneurs. Entrepreneurship competence is certainly needed by aspiring entrepreneurs to support their success (Sidharta, 2017). The main element of strengthening the budding business is the business service unit. Youth in the village also need mentors to increase their business interests and become skilled in entrepreneurship, so that young people will not leave their villages. This means that between middle industry entrepreneurs and young people who have the characteristics of creative people in the village can collaborate to become the foundation of the creative industry.

Another consideration towards the need to create creative industries in villages in Kuala Betara sub-district is by seeing that there are still 9 villages with developing village status. Moreover, Law No. 2014 on Villages has opened opportunities for developing villages to change its status to become independent village. One of them is through the presence of creative industries in the village. Innovations made in the village tend to come from leaders in the village such as village heads and peers. This has an impact on continuous development and innovation becomes less meaningful for the village when the transformation process does not begin from the elements of the village and other communities (Suharyanto & Sofianto, 2015). Therefore, part of the village community, namely small and medium-

sized industrial entrepreneurs and creative youth must also contribute to the creation of innovations, one of which is through the creation of creative industries in the village. Considering that they are the spearhead of providers of creative products through their ideas and creative actions so that the potential of social, economic, and ecological resources whose management is not optimal because the status of the village is still developing, can be improved again through the presence of creative industries in the village to improve the welfare of village communities, human quality of life and overcome poverty, villages that have the potential to become advanced villages.

Looking at the explanation above, formulation of problems that are considered important to be observed, namely: (1) how are the conditions of supports and obstacles faced by small and medium-sized industrial entrepreneurs in developing their businesses? (2) What are the characteristics of creativity possessed by small and medium-sized industrial entrepreneurs and youth in the village?. (3) to identify the small and medium-sized industrial entrepreneurs and youth who have the characteristics of high-category creative people?. Based on the formulation of the problem, the purpose of this research is (1) to know the supporters and obstacles faced by small and medium-sized industrial entrepreneurs in developing their businesses; (2) to know the characteristics of creativity possessed by small and medium industrial entrepreneurs and youth; (3) to know the small and medium-sized industrial entrepreneurs and youth who have the characteristics of high-category creative people? The intention of this research is that after finding small and medium industrial entrepreneurs and youth who have the characteristics of high-category creative people, they can contribute together in managing small and medium-sized industries that take benefit of village potential to increase competitiveness and to pursue creative industries in developing villages, Kuala Betara District.

## 2. Literature Review

Indonesia realizes that the creative economy and its part, namely the creative industry, can be used to gain advantages in the global economy. The development of the term creative economy develops with the concept that creativity-based capital can potentially increase economic growth in an area. Human creativity comes from the power of the mind which is the basis for creating innovation in facing competition that is getting bigger (Purnomo, 2016).

Quoting from the Creative Economy Blueprint 2025, the creative economy is a creation of added value (economic, social, cultural, environmental) based on ideas that are born from the creativity of human resources (creative people) and are based on the use of science, including cultural heritage and technology. The creative economy relies more on individual creativity through ideas, creative power, and ability to create to increase the added economic value of his work, so as to create jobs and prosperity (Saksono, 2012).

There is a shift in the orientation of the economic wave starting from the change in the agricultural era to the industrialization era, then to the information era followed by information technology. In the 1990s, a new economic era began, which prioritized information and creativity, known as the creative economy, which was driven by the creative industry sector. Industry can no longer compete in the global market by only relying on price or product quality, but must compete in the base of innovation, creativity and imagination (Purnomo, 2016).

Realistically, the creative economy is simply defined as talent (creative-innovative ideas) with economic value that can change the quality of human life to be more prosperous. Creative economy relies more on individual creativity through ideas, creativity, and creativity to increase value. added the economy of his work, so as to create jobs and welfare ( Purnomo, 2016). The creative industry is a way to build a creative economy or a knowledge-based economy. In this case, at least there are several important parts in a creative industry, namely: a. Human creativity / talent / ability, which can come from local culture, emotional experience of an event or natural condition, the result of training or

learning, hereditary inheritance and so on. b. The work / output that is produced can be in the form of a craft product, design, application, writing, building or landscape layout, film or videography, services, culinary, games, certain services, to shows. c. Certain benefits, such as financial income, prosperity, employment, rewards, network expansion, promotion of certain social status and so on. Of course, these three things cannot be separated from one another and become a complete flow to create a good creative economy.

Moreover, these three main parts of course have very broad roots. Therefore, in developing the creative industry, it must be started from the first point, namely in the section on developing creativity / talent / human abilities. This is because this point is an important root to support the two parts afterwards, which have an impact on the work / output produced and the benefits that will be obtained.

The definition of creativity by emphasizing the results was revealed by (Campbell, 1986) who argued that creativity is an activity that brings results which are 1) New (novel): innovative, unprecedented, immediate, interesting, surprising; 2) Useful (useful): more comfortable, more practical, make it easier, smooth, encourage, develop, educate, solve problems, reduce obstacles, overcome difficulties, bring better / more results; and 3) Understandable: the same result can be understood and can be made at a later time. Munandar (2009) also used a similar definition to see the meaning of creativity with reference to the process, even more so Munandar developed it on the product, personal, process and driving side which he called 4-P.

Campbell (1986) adds, the characteristics of creative people can be grouped into three, namely: First, the main characteristics of creative people are the birth of ideas, ideas, problem solving, new ways, and discoveries which include: (1) someone can generate ideas by looking for the easiest way, and (2) someone can generate ideas by turning shortcomings into strengths. Second, the characteristics enabling creative people is an action to get a job with a decent income, if asked what are the tips so that they can get a job with a decent income, the answer turns out to be the ability to work hard, (2) independent thinking, namely creativity is obtained by thinking independently. Independent thinking does not mean that they do not want to accept other people's ideas or changes in time and taste, but creative people still accept other people's ideas that are true and in accordance with reality, and (3) never give up, namely the act of choosing and deciding the most urgent needs to be fulfilled with thoughts that are mature is one of the creative actions and needs to be followed by the determination to never give up. An unyielding attitude will encourage a person to survive and advance tennis in all situations. Third, side characteristics are those that are not directly related to the creation or keeping of the ideas that have been found in order to survive and apply and simultaneously influence creativity.

### **3. Research Method**

The type of research used is a survey. The research design is quantitative and qualitative approaches. The data used are primary data and secondary data. Primary data is in the form of information data obtained directly from the sample by distributing questionnaires and interviews.

The selected locations in this study were determined by purposive sampling. The location of the sub-district was chosen because it has 3 natural resources at the same time, namely agriculture, plantation and marine in West Tanjung Jabung Regency. The location of the village was selected based on the status of a developing village (Village Development Index, 2020), because in developing villages there is still not optimal management of existing resources in the villages so that 8 villages were selected, namely Betara Kanan Village, Suak Pumpkin, Dataran Pinang, Dualap River, Dungun River, Gebar River, West Gebar River and Tanjung Pasir.

Human resources are small and medium industrial entrepreneurs and youth. There are 12 small and medium industry players in the research area (Cooperatives, Small, Medium Enterprises, Industry and Trade Office of Tanjung Jabung Barat Regency, 2019), so all population are used as research

samples. Youth based on Law No. 40 of 2009 are aged 16-30 years. The number of youth aged 16-30 in developing villages in Kualabetara District in 2019 was 1,467 people (Village monograph, 2019). The sample size was calculated referring to Krejcie and Morgan (1970) assuming a 95% confidence level. The population of youth is 1,467 people, so based on the table for determining sample size from a given population, the number of youth samples is 306 people. Youth samples are chosen by using simple random selection.

Each village is required to make or fill out village monograph application data with the Village and Urban-village Profile (VUP) program (in Indonesia, it is known and abbreviated as Prodeskel). VUP is an application program originated from the Directorate General of Village Government Development, Ministry of Home Affairs of the Republic of Indonesia, and was sent to the villages through the Village Community Empowerment Service, West Tanjung Jabung Regency. Before collecting the sample data, the researchers conducted direct checks to the villages regarding the youth population. Data on VUP program is juxtaposed with the latest village data. Villages are required to update their village profile once a year. When data collection was carried out started from August until September 2020, it turned out that all villages at the research locus had not updated the Prodeskel or VUP program, so the data used for the number of youth population still refers to the 2019 data. This is also the case with small and medium industry data at the Cooperative agency, Small and medium business, Industry and Trade of West Tanjung Jabung Regency that they are collecting data for update. Thus, the data used by researchers is the number of small and medium industries in the research locus in 2019.

The questionnaire measuring instrument for the level of entrepreneurial creativity in the small and medium enterprises and youth was carried out in two kinds of tests, namely validity and reliability tests. The validity coefficient is considered significant if  $r$  count is greater than  $r$  table ( $r$  count  $>$   $r$  table at  $\alpha = 0.05$ ). The variable is said to be reliable if it provides a cronbrach alpha value  $>$  0.60. The research period was started from August to November 2020. With the outbreak of Covid-19 in Jambi Province, especially in West Tanjung Jabung Regency, there were restrictions on activities carried out by the local government towards community activities and government services. Researchers are faced with a situation where all actions in the field and coordination are required to apply health protocols. Therefore, in the process of collecting data in the field, researchers also applied health protocols as treatment towards Covid-19 pandemic. First of all, the researchers coordinated with the Kuala Betara sub-district office to get direction as a task force for handling Covid-19 at the sub-district level. Researchers conducted a rapid test then get negative results. In each village, there was a field assistant who was domiciled in the local village. It makes it easier to distribute the questionnaire. Researchers and field assistants are also equipped with health protocol equipment, such as masks and hand sanitizers and keeping their distance. The interview process was also carried out according to health protocols.

Descriptive analysis is used to describe the variables studied without testing. The type of questionnaire to describe the supporting and inhibiting conditions of business management in small and medium industries is an open questionnaire, while the questionnaire to describe the characteristics of creative people in small and medium-sized industries and youth is the closed one, where the respondents' answers have been directed and they just have to choose based on their perception as respondents. Measurement of parameters in descriptive analysis using a scale range, namely the Likert scale from 1 to 5 where the answer of 'strongly agree' is scored 5, while the 'agree' one is 4, then 'the less agree' answer gets 3, and for 'disagree', it will be scored 2. The last one, if the answer is 'strongly disagree', it is scored 1, which can be described as follows:

SS = Strongly Agree, meaning that the question is in accordance with the respondent's condition

S = Agree, meaning that the question fits the respondent quite well

KS = Disagree, meaning that the statement does not match the respondent.

TS = Disagree, meaning that the statement does not match the respondent's condition

STS = Strongly Disagree, meaning that the statement does not match the respondent's condition at all

Besides distributing closed questionnaires to measure youth creativity levels, researcher also provide opportunities for respondents who want to convey additional information regarding youth activities and their views on small and medium industries and the management of village potential which is still related to the questions on the creativity questionnaire. The human resource creativity questionnaire lattice can be explained in table 1.

Table 1. Entrepreneur creativity questionnaire SME and Youth

Aspect	Indicator	Small and Medium Industry Entrepreneurs (SME)		Youth	
		Question	Total	Question	Total
Main point	Able to generate ideas by finding the easiest way	1,2,3,4,5,6,7,8,9	9	1,2,3,4,5,6,7	7
	Can generate ideas by turning shortcomings into strengths	10,11,12,13,14,15	6	8,9,10	3
Traits allow creative people	Ability to work hard	16,17,18,19,20	5	11,12,13,14,15	5
	Independent thinking	21,22,23,24,25,26,27,28,29	9	16,17,18,19,20,21	6
	Never give up	30,31,32,33	4	22,23,24,25,26	5
Side characteristics	Characteristics that are not directly related to creating or keeping the ideas that have been found alive and valid and at the same time influencing creativity	34,35,36,37,38	5	27,28,29,30	4

Source: Campbell, D. 2012

The criterion for the level of creativity variables is carried out by descriptive tests by categorizing creativity into high, medium, low categories based on the test of the percentage distribution normality of the score by:

- a. High, if the respondent obtained  $(X) > \text{mean} + 1 \text{ Standard Defiation}$
- b. Moderate, if the respondents obtained  $\text{mean} - 1 \text{ Standard Defiation} < (X) < \text{mean} + 1 \text{ Standard Defiation}$
- c. Low, if the respondent's value obtained  $(X) < \text{mean} - 1 \text{ Standard Defiation}$  (Sujarweni, 2015)

Therefore, SME entrepreneurial creativity is:

High, if  $X > 43.54 + 1 (15.27)$

$$X > 58.81$$

Medium, if  $43.54 - 1 (15.27) \leq X \leq 43.54 + 1 (15.27)$

$$28.27 \leq X \leq 58.81$$

Low, if  $X < 43.54 - 1 (15.27)$

$$X < 28.27$$

Based on the above calculations, the SME entrepreneurial creativity criteria are categorized into:

High : percentage yield  $> 58.81\%$  -  $100\%$

Medium : percentage yield  $28.27\%$  -  $58.81\%$

Low : percentage yield  $< 28.27\%$

Youth creativity, namely:

High, if  $X > 73.87 + 1 (10.26)$

$$X > 84.13$$

Medium, if  $73,87 - 1 (10,26) \leq X \leq 110,82 + 1 (15,39)$   
 $63.61 \leq X \leq 84.13$

Low, if  $X < 73.87 - 1 (10.26)$   
 $X < 63.61$

Based on the above calculations, the youth creativity criteria are categorized into:

- High : percentage yield  $> 84.13\%$  -100%
- Medium : percentage yield  $63.61\%$  -  $84.13\%$
- Low : percentage yield  $<63.61\%$

#### 4. Results and Discussion

##### Respondent Data

The characteristics of SME entrepreneurial respondents include age, sex, education and length of business, while the characteristics of youth respondents include age, gender, education, occupation. An explanation of each of these characteristics is presented in Table 2. The general description of respondents in Table 2 shows that the majority of respondents in the SME entrepreneurial research aged 41-59 years were 10 people (84.0%), elementary school education 66.7 percent, or 8 people. There is only one person with high school education (8.3%) and it is dominated by women (75%) or 9 people. The length of business varies, dominated by 15 to 20 years as many as 7 respondents.

The majority of youth respondents aged 21-25 years reached 133 respondents or 43.5%, while those aged 16-20 years were 75 respondents or 24.6%. Respondents aged 26-30 years were 78 respondents or 22.9% of the population. The sex was dominated by men, reaching 205 people or 67%, while 101 or 33% women, from the education side, 19 respondents graduated from elementary school, then junior high school was quite high, around 26.8% or 82 people. Respondents were dominated by high school graduates reaching 175 people or the equivalent of 57.2 percent. 20 graduates, or 6.5%. The type of youth occupation was dominated by farmers, reaching 127 respondents (41.5%).

Table 2.Characteristics of SME Entrepreneurial and youth

Characteristics	Description	SME Entrepreneur Distribution		Youth Distribution	
		Frequency	Percentage (%)	Frequency	Percentage (%)
Age (Year)	16-20	-	-	75	24,6 %
	21-25	-	-	133	43,5 %
	26-30	1	8,3 %	78	22,9%
	31-35	-	-	-	-
	36-40	1	8,3 %	-	-
	41-45	2	16,6 %	-	-
	46-50	4	33,2%	-	-
	51-55	2	16,6 %	-	-
	56-59	2	16,6 %	-	-
Gender	Male	3	25 %	205	67%
	Female	9	75 %	101	33% %
Education	SD	8	66,7%	19	6,2%
	SLTP	1	8,3%	82	26,8%
	MTs	2	16,7%	5	1,6%
	SLTA	1	8,3%	175	57,2%
	SMK	-	-	2	7%
	MA	-	-	1	3%
	DIII	-	-	2	7%
	S1	-	-	20	6,5%
	Job	does not work	-	-	41
Laborer		-	-	34	11,1 %
Farmer		-	-	127	41,5 %
fisherman		-	-	8	2,6 %



	traders	-	-	4	1,3 %
	entrepreneur	12	100%	24	7,8 %
	general employees	-	-	14	4,6 %
	village staff	-	-	12	3,9 %
Length of effort (Years)	1-2	1	8,3 %		
	5-6	1	8,3 %		
	3	3	25%		
	15-20	7	58,3%		

Source: Primary data, 2020

### Validation Test and Reliability Test

The validity test is used to evaluate whether the measures used are as intended. The validity of all items has been tested for validation. After doing the validity test, it is known that the questionnaire for SME entrepreneurial respondents is known that there are twenty-three invalid statements and fifteen valid statements with a value of  $r_{table}$  0.57. The highest level of validity with a value of 0.93 and the lowest value of 0.60. In contrast to the youth sample questionnaire validation test, all statements were valid with a value of  $r_{table}$  0.11. The highest level of validity with a value of 0.63 and the lowest value of 0.40.

The results of the reliability test (Table 3) of creativity were carried out through Cronbach's Alpha. The alpha value of SME entrepreneurial creativity is 0.95 and youth creativity reaches a value of 0.90. It was concluded that the research questionnaire was clearly understood by the sample. The questionnaires have high reliability, all of which exceed the minimum value of the Cronbach alpha coefficient (0.6).

Table3 The Results of Reliability Calculation on the Variable of Creativity

Variabel	The Amount of Indicator	The value of Cronbach Alpha ( $\alpha$ )	Output	Information
Creativity for youth respondents	30	0,90	> 0,60	Reliable
Creativity for small and medium industry entrepreneur respondents	15	0,95	> 0,60	Reliable

Source: Data Processing Results (2020)

### Condition of SME in Kuala Betara District

The types of small and medium-sized industrial businesses in the developing village of Kuala Betara District are prawn bran, petis, shrimp mate, ebi (dried shrimp), shrimp crackers, banana chips, sweet potato chips, taro chips, bandrek ginger, curcuma powder, lempuyang, spices drinks, pandanus mat, coconut sticks, bamboo frames, batik tungkal, wooden furniture. There is an SME entrepreneur who has up to 3 types of business at once, for example, shrimp paste bran and shrimp mat with shrimp as the raw material. The following is the result of a study of the supporting and inhibiting factors faced by SME entrepreneurs in developing their business from the primary data collected by the authors.

- a. The production location of each industry is located inside the house and next to the house, there is no use of a special place.
- b. Each industry gets its raw materials from the wealth of natural resources in its village except for batik tungkal. Especially business with shrimp as raw material.
- c. The raw materials used are the main raw materials for production that can be obtained well in the vicinity of the domiciled SME entrepreneurs. No substitute raw materials are needed, such as prawn crackers, firewood crackers, all made from shrimp and flour, and cannot be replaced by substituted raw materials.
- d. The majority of self-taught entrepreneurial skills in doing business are accompanied by reading magazines and training. The training includes entrepreneurship training, shrimp processing skills,

- furniture processing, and SME competency improvement. However, there are also skills inherited from parents that have been passed down from generation to generation, such as processing prawn crackers, which are already the third generation of shrimp cracker makers. Likewise, the type of weaving business, which is the third generation, continues the pandan leaf weaving business from grandmother to mother. This means that for sustainable business development, of course, it depends on entrepreneurship. They themselves set the strategy and work plan for the business. Creativity is really needed in trying, starting from creativity about products, to marketing that will push the business forward.
- e. The marketing carried out by SME entrepreneurs is not very wide, still around the area of West Tanjung Jabung Regency and has only penetrated two areas outside the district, namely Jambi City and Batam City, for example the types of businesses such as coconut stick, ebi, bandrek ginger and prawn crackers. This means that marketing access is not too broad. Marketing is also carried out conventionally, entrusted to shops, not yet penetrating the mini-market or supermarket. Marketing is the final part of the production process, increasing the network makes marketing that is achieved more maximally and makes production results in great demand.
  - f. SME Entrepreneurs directly promote their products from person to person, through social media, namely only Facebook and WhatsApp. In the use of social media, there are entrepreneurs who are assisted by their children. Promotion is also carried out through exhibitions by the cooperative and MSME offices, and the Office of Cooperatives, Small, Medium Enterprises, Industry and Trade Office of Tanjung Jabung Barat Regency. However, there are also those who don't need to do promotions because touke will definitely accommodate whatever is produced, namely the *ebi* (dried shrimp) business type and are just waiting for orders. This means that promotion for SME products still needs improvement efforts so that they can be recognized by the wider community.
  - g. The business capital of each SME entrepreneur comes from individuals. Entrepreneurs admit that their capital is limited so they cannot produce on a large scale. This condition also causes difficulties in marketing because the amount of production is limited. In turn, it will be difficult to expand the marketing of its production.
  - h. Technology will facilitate business activities, for example it does not take long to slice shrimp crackers, so that the amount of production will be easier to produce in a time efficient manner. There have been SME entrepreneurs using technological tools that can support their business results, but there are still manual ones because they do not have the ability to buy technological tools that can support their business. Entrepreneurs still need capital equipment, such as a shrimp stock refrigerator, freezer to store crackers that have not been sliced, automatic cracker cutting tools so that they are the same size, room temperature heating, need packaging presses, banana slicing machines, do not have adequate grinding machines, electric ovens, batik taster. However, it is different from wood processing entrepreneurs that their business equipment is adequate in carrying out the production process. In Sungai Dualap Village, there is assistance of a shrimp shell separator, but the machine is no longer operating, the craftsmen reason, separating the shrimp shells with a machine, the results are not optimal. Many shrimps are crushed and their shape changes, so that people prefer to separate the shrimp shells in the traditional way, to get maximum results.
  - i. Entrepreneurs have never worked with other parties. On average, the business carried out is only individual, only the pandan leaf and batik craftsmen in Sungai Dungun Village are members of one community group.
  - j. The price of production raw materials fluctuates. Although the raw materials can be obtained in the vicinity of the SME entrepreneurs, the price is quite volatile. Shrimp, for example, in one year there are about 2 months the catch of fishermen's shrimp decreases, and this will have an impact on the raw material for making shrimp crackers, including dried shrimp. When the shrimp season decreases, the price of shrimp tends to go up, and the shrimp cracker craftsmen will also buy raw materials at

a much higher price than usual. The same is true for the red ginger used in traditional drinks. The price of red ginger can increase when the supply from farmers decreases. Wood furniture is also difficult to find. Entrepreneurs admit that currently they buy processed wood at a price that continues to be adjusted, this has an impact on increasing production costs and adjusting product selling prices.

k. In developing business production, both in terms of packaging, image, taste, quality, marketing and entrepreneurial management are still constrained by the skills and knowledge of SME entrepreneurs. Management whose business is still conventional, bookkeeping is not well recorded. Nonetheless, SME entrepreneurs are able to calculate from production costs to profits. In order to penetrate the wider market, they actually want to use their registered license, but some respondents admitted that they still had difficulty finding information on how to administer business permits. The food products produced are also not equipped with halal labels, nutritional information from the BPOM (similar department as FDA in US) or the health office.

Based on the SME description above, of course a touch of creativity is needed both from the entrepreneur itself and from outside parties. A business environment that can encourage sustainable competitive advantage certainly needs collaboration from all parties involved in small and medium industries. Parties involved in small and medium industries It could be from youth. There is a close relationship between the role of youth and the increase in knowledge and skills of the community (Manik, 2016). Small and medium industries should lead to creative industries. Efforts to create creative industries must continue to be developed considering the dynamic and changing business environment Creative human resources (HR) is part of the foundation of the creative industry. Therefore, the author will describe the characteristics of creative people in SME and youth entrepreneurs in the berkembang village, Kuala Betara District as follows.

**Results Description of Small and Medium Industry Entrepreneurial Creativity.**

Table 6. Recapitulation of Small and Medium Industry Entrepreneur Response Results on the Aspects of Creativity

No	Statements	Score Percentage	Category
<b>Main Aspects</b>			
1	Be aware of personal weaknesses in running a business, so ask others to provide input.	68%	High
2	Trying to come up with unusual (unusual) ideas	48%	Middle
3	Want to come up with new ideas to solve the problem at hand	45%	Middle
4	Have an idea to maximize the potential of the village so that it can increase income	43%	Middle
	The average person who can generate ideas by looking for the easiest way	51 %	Middle
1	Business ideas that are made because they learn from famous entrepreneurs	45%	Middle
2	In taking action, not affected by the way other people try even though the goal is the same	33%	Middle
	The average Someone Who Can Generate Ideas By Turning Weaknesses Into Weaknesses	39 %	Middle
<b>Characteristics aspect enables creative people</b>			
1	Attempting to develop and complete (refine) ideas according to input so that they can be applied and commercialized	38%	Middle
2	Asking for an explanation where the idea was lacking if it was deemed inappropriate by others.	37%	Middle
3	Learn from experience and knowledge in making decisions	55%	Middle
	Average Hard Working Average	43 %	Middle
1	Open to changes in running a business	43%	Middle
2	Able to control phenomena and matter in the environment	42%	Middle
	Average Dimensions of Independent Thinking	42,5%	Middle
1	Thinking of many possible (alternative) answers to solutions to a problem	42%	Middle
2	Write down the obstacles faced in running a business to a notebook	33%	Middle

Average Dimensions of Never Give Up		37,5	Middle
Creative people's side aspect			
1	Repair work if criticized by friends for not being appropriate.	47%	High
2	Admire the creative ideas of famous people for being able to turn something worthless into something very valuable	38%	Middle
3	Admire the creative ideas of famous people for being able to turn something ordinary into extraordinary	38%	Middle
Average characteristic indicators that are not directly related to the ideas that have been found to stay alive and be effective while influencing creativity		41 %	Middle

Source: Data processed (2020)

Table 5 shows the descriptive statistics of SME entrepreneurial creativity on the main characteristics measured through two indicators, namely someone who can generate ideas by finding the easiest way is in the medium category and someone who can generate ideas by changing shortcomings into advantages is in the medium category. Entrepreneurs have known weaknesses in running a business and are willing to ask others to provide input because they are in the high category. In this case, entrepreneurship is very open to outsiders and this is an opportunity for young people who have high creative characteristics and are technology literate to provide input to entrepreneurs. Especially in statements looking for unusual ideas and having ideas to cultivate village potential to the maximum of SME entrepreneurship it is included in the medium category meaning that these SME entrepreneurs prefer ordinary things to find the easiest way to find ideas.

In the statement of learning business ideas from well-known entrepreneurs, it turns out that the respondents are in the medium category. This means that they try to get ideas for doing business activities by themselves, not learning from successful people. Respondents will try themselves to change their own weaknesses into strengths. In fact, to make a creative product according to market desires, knowledge from creative industry entrepreneurs is needed. The next question about the actions taken in trying is not influenced by what other people do even though the goal is the same, is in the medium category. It can be understood that SME entrepreneurs in Kualabeta are still running their business without being affected by other similar businesses. For example in marketing, there are only 1 or 2 business actors who use information technology such as social media to market their products, and even then are assisted by children and relatives.

Descriptive statistics of SME entrepreneurial creativity in the characteristic aspect allow creative people to be measured through three dimensions, namely the ability to work hard, think independently and never give up. In the dimension of working hard, respondents are in the medium category, obtained information related to conveying business ideas to others and about asking for explanations where the shortcomings are in the medium category. Based on interviews, there were still respondents who did not want to convey ideas to others. The reason is if they convey deficiencies, then other people do not agree, they will not ask for an explanation. In decision making, respondents are in the moderate criteria. This shows that they learn from their experience and knowledge when making a decision.

Characteristics allow creative people to think independently in table 5 of respondents in moderate criteria. You can see the respondent's answer to the statement about openness to changes in running a business. This means that respondents will use their own thinking, they are less affected by changes in running their business. Like the ebi industry and shrimp processing in Kualabeta, the focus of SME entrepreneurship remains on shrimp processing, so that Sungai Dualap Village can be said to be a center for shrimp cracker craftsmen. It seems that there has been no development in production such as the addition of types of choices of shape and taste of shrimp crackers. Inclusion of these SME entrepreneurs is in the criteria moderate, it can be seen from the innovation made on products and marketing which is still low. The products produced are limited and have not taken full advantage of the opportunities for current factual conditions in the field. For example, the manufacture of traditional drinks that function

to increase the body's immunity in the midst of the Covid epidemic -19. Actually, this is a great opportunity that can be used as a potential for business development.

Descriptive statistics on the never give up indicators are also in the medium category. It can be seen that respondent SME entrepreneurs still have weaknesses in their ability to find solutions to problems faced with various ways of solving them by thinking of many possible alternative solutions to a problem, because they are in the medium category. For example, problems with marketing, packaging and production units, not all of the problems faced by entrepreneurs have been recorded. Even though the obstacles faced should be noted in order to find out how and targets to overcome them. For example packaging, there should be a long-term plan to make the packaging more attractive and give a business brand sticker. Good packaging, of course, will maintain the quality of fried and raw shrimp crackers. Marketing problems should also be solved, with many solutions, especially in industry 4.0.

The results of data processing on the side features of creative people in SME entrepreneurship are measured through one indicator, namely characteristics that are not directly related to the creation or keeping of ideas that have been found to stay alive and apply and simultaneously influence creativity in a moderate position. the first statement, his work can be criticized by friends for not being appropriate, so they immediately fix it to be in the high category. Unlike the statement about admiring the creative ideas of famous people who are able to turn something ordinary into extraordinary and change something that is not valuable to be more valuable only in the medium category because there are already SME entrepreneurs who have done this. For some shrimp cracker craftsmen, for them the abundant money is processed into shrimp crackers so that they get added value.

Table 7.Result Recapitulation of Youth Responon Creativity Aspect in Kuala Betara District

No	Statements	Score Percentage	Categori
<b>Main Aspects</b>			
1	Observe, analyze and find ideas to solve problems that exist in the village	75%	Middle
2	Have an idea to utilize the potential of the village so that it can be processed optimally so that it can increase income	78%	Middle
3	Realizing my personal weaknesses, so ask others for input	78%	Middle
4	Trying to come up with ideas that are not common (unusual)	62%	Middle
5	Want to come up with new ideas in solving problems or the work at hand	76%	Middle
6	Utilizing information technology such as social media and others to get ideas.	81%	Middle
7	Have many choice ideas that can be used to solve a problem	71%	Middle
	<b>The Average Person Who Can Generate Ideas Seeking the Easiest Way</b>	74%	Middle
1	Observe situations and problems that are not observed by others regarding the increase in the economy and income of rural communities	70%	Middle
2	The idea that you got, learned a lot from famous figures or successful people in the village	77%	Middle
3	Solve problems faced by other people	61%	Middle
	<b>The Average Someone Who Can Generate Ideas By Turning Weaknesses Into Weaknesses</b>	69 %	Middle
<b>Characteristics aspect enables creative people</b>			
1	Trying to develop and complete (perfect) ideas according to input so that they can be applied and commercialized	73%	Middle
2	Has many possible (alternative) solutions to a problem	72%	Middle
3	Ask for an explanation of where the lack of ideas was presented if they weren't approved	75%	Middle
4	Learn from experience and knowledge in making decisions.	80%	Middle
5	Never give up if your business fails and will try again in another way to succeed.	81%	Middle
<b>Hard Working Average</b>		76 %	Middle
1	Have an idea that has been implemented in the village	67%	Middle
2	Make a thorough written note of ideas, plan the program that I will carry out	70%	Middle

3	Write down constraints in a notebook when doing a job	71%	Middle
4	Trying to group the ideas that arise	73%	Middle
5	Be flexible (not rigid) in thinking and acting	75%	Middle
6	Able to control phenomena and matter in the environment	71%	Middle
Average Dimensions of Independent Thinking		71 %	Middle
1	Have no trouble accessing information	72%	Middle
2	Quickly finish work to get off the load	77%	Middle
3	Paying attention to doing right or better	74%	Middle
4	Visit a place for inspiration or ideas	75%	Middle
5	If a job is criticized for not being appropriate, it is immediately corrected.	79%	Middle
Average Dimensions of Never Give Up		75 %	Middle
Creative people's side aspect			
1	Admire the creative ideas of famous people for being able to turn something worthless into something very valuable	80%	Middle
2	Exchange opinions / thoughts with friends to get ideas for maximum results.	80%	Middle
3	Stick work target ideas and plans on the bedroom wall	67%	Middle
4	If you get stuck with ideas / ideas, immediately take a break or refresh (take a walk) with the hope that later you will get or new ideas will arise	72%	Middle
Average characteristic indicators that are not directly related to the ideas that have been found to stay alive and be applicable and simultaneously influence creativity		75 %	Middle

Source : Data Processed (2020)

Observing the descriptive statistics of Table 7 on the main characteristics aspects of youth creative people in Kuala Betara District are in the medium category. This aspect is measured through two indicators, namely someone who can generate ideas by looking for the easiest way and someone who can generate ideas by turning shortcomings into strengths. This means that not all youth have new ideas to solve problems. They are still trying to find ideas. by utilizing information technology such as social media, not from within themselves. This condition is supported by statements about the efforts made by respondents to find unusual (unconventional) ideas that fall into the low category. There is no persistent effort made to find big ideas. This will certainly have an impact on the contribution of respondents' thoughts towards improving the village economy, because there are not enough extraordinary ideas that they can convey. Even though it takes big ideas conveyed by youth in building the village economy through collaboration with SME entrepreneurs to increase the SME in the village into a creative industry. We understand that in the industrial era 4.0 actually reaching a wider market for SME can be easier through information technology, and youth are very close to the technology. The youth's closeness to information technology is expected to help solve marketing problems faced, product innovation and several other businesses. One of the causes of the emergence of creative classes in villages is the dominance of information technology in all aspects of community activities (Kusumo & Puspitasari, 2017)

In the main characteristic of a person's dimension who can generate ideas by turning weaknesses into strengths, in the statement of the desire of youth to solve problems faced by others, it turns out that youth in Kuala Betara District are still in the low category. It can be understood that youth are less directly involved, even though improving the economy of rural communities certainly requires youth who care about the environment, especially the problems faced by small and medium industries in villages. The level of concern is not only limited to knowing problems and having ideas, but also a willingness to be directly involved in solving problems in the village.

In line with table 6, it can be argued that the characteristic aspect of enabling creative people in youth is measured through three dimensions, namely the ability to work hard, think independently and never give up on average in the medium category. The dimensions of the ability to work hard are at a moderate level. When they submit ideas, then they are rejected, not all young people have tried to dig up information where the weaknesses and shortcomings are, but for young people who already know the weaknesses and deficiencies of the ideas submitted, it will become a reference material for

perfecting the idea, so that in the future it can be better. Their efforts to develop and refine ideas according to input so that they can be applied and commercialized are still in the medium category so that there are not many alternative solutions produced.

In the dimension of independent thinking, it appears that young people are not used to writing down the obstacles they face in an orderly notebook to solve the problems they are facing. Youth are not used to careful planning of the program / action plans to be implemented. In fact, ideally, when they want to implement a program or action plan, of course they must be supported by a mature planning concept. There are still young people who have not categorized emerging ideas, they are still rigid in thinking, meaning that young people still need help from external parties to be able to think independently and responsibly. answer to the ideas they have. Moreover, the conditions related to the idea of youth applied in the village are still in the moderate category.

Observing the dimension of never giving up regarding difficulties in accessing information is in the medium category. This means that it is indeed a major obstacle for youth in accessing information. Obstacles faced by villages in Kuala Betara District, only Betara Kanan Village access to the communication network is smooth, the rest are in bad condition In fact, in Sungai Dualap Village you have to use a village tower with a limited capacity. The villages of Sungai Dungun, Tanjung Pasir, Dataran Pinang, Sungai Gebar, and Sungai Gebar Barat, the telecommunications network is also very poor. In fact, when researchers go to the field, they have to look for certain points whose signal is sufficient only to send a short customer service (SMS).

The motive of the youth was that more people agreed that the work being faced was likened to a burden, so the sooner it was finished, the faster the load was completed. In fact, a job is not a burden, but a responsibility that must be completed properly and perfectly so that you will not give up if there are problems at work because it represents job responsibilities. There are also youths who disagree and quite agree if their work is criticized by friends and immediately fix it. Supposedly, if the criticism is delivered for a better purpose, it must be followed up quickly.

The side characteristics of creative people in youth show the moderate category. On the side characteristics that allow creative people, youth in Kuala Betara District are in the medium category. Of the four statements put forward, it turns out that some youths admire the creative ideas of famous people because they are able to turn something worthless into something very valuable. Youths can also exchange ideas with friends to get ideas for maximum results. This means that young people in Kuala Betara District want to share ideas and experiences with their friends or other people in getting ideas. However, it is rare to find a young man who wants to post a plan idea on a bedroom wall. It is different with the statement about the deadlocked ideas / ideas of youth immediately resting or refreshing (taking a walk) with the hope that later new ideas will arise or new ideas, many respondents actually agreed to do this.

Youth also admire the creative ideas of famous people because they are able to turn something worthless into very valuable, but in reality, in the unyielding dimension they still have difficulty getting access to information, one of which is information on the creative ideas of famous people. The majority of youths are also not accustomed to sticking ideas and work target plans on the walls of the rooms, even though this activity aims to be easily visible and continue to be the thoughts of respondents in achieving their goals.

Based on the description of the entrepreneurial creativity of SME and youth, on average, they are still in the medium category. As we know, exploring the potential for creativity in oneself is not easy. This means that to create a creative economy foundation in the form of creative human resources will certainly encounter obstacles. But behind that, of course there are entrepreneurs and youth in Kuala Betara District who have the characteristics of high-category creative people, which are the forerunners to the foundation of the creative economy, especially when accompanied by creative skills and

experiences. Human capital in the form of experience and expertise has an important role. in improving business performance (Nawarini *et al.*, 2018).

### Number of SME Entrepreneurs and Youth Who Have Characteristics of Creative People

The development of small and medium industries, the human centered design approach is considered quite effective, because the process of improving the SME system is centered on considering the human condition associated with the SME system (Rahma, 2016). It is in line with the development of the creative industry that human resources are the main strength. This is what differentiates it from other sectors that depend on natural resources. The government has also made PP No.6 of 2006 concerning the development of the creative economy. Of course, especially rural areas are also expected to develop a creative economy, one of which is through people who have high creative characteristics.

Table 8. Recapitulation of the Number of Creative Respondents

Creativity	SME entrepreneur		Youth	
	Total (people)	Percentage(%)	Total (people)	Percentage (%)
Low	2	16.7	46	15.0
Middle	7	58.3	218	71.2
High	3	25.0	42	13.7
Total	12	100 %	306	100%

Source : Data processed, 2020

The findings in table 8 reinforce that in the developing village of Kuala Betara, there are people who have the characteristic of highly creative as many as 3 (25 percent) entrepreneurs of small and medium industry and 42 youth (13.7 percent). They are respondents with the results of descriptive analysis whose percentage value belong into the high category. They are spread over number of villages but not evenly. The three respondents from small and medium industry are webbing pandanus craftsman from Betara Kanan Village, tunggal batik craftsmen from Sungai Dungun Village, and the last one is a traditional drink craftsman from Sungai Gebar Barat village. The entry of these three small and medium entrepreneurs in the category of high creative people can be proven by the choice of answers towards the statement of the main characteristics of creative people, which shows their agreement regarding the potential of the existing village should be managed optimally so that the income can be increased. A webbing craftsman, for example, runs his business by utilizing various natural resources around Betara Kanan Village. For example, pandanus leaves that grow wild along rivers and seems worthless are turned into goods with high economic value, such as bags, sandals, hats, wallets and various other accessories. In fact, currently there are 25 types of products that the main ingredients are pandanus leaves, bamboo, and coconut sticks. Similar to traditional drink craftsman, he is able to mix various spices into traditional drinks that have been branded. So far, these spices are only sold in the form of tubers. They have not been processed at all by farmers. The same thing was done by the tunggal batik craftsman, seeing the potential of the youth in the village, they were invited to form a group of tunggal batik craftsmen in Sungai Dungun Village.

Based on the indicators of possible characteristic of creative people, the three small and medium entrepreneurs are belong to the high creativity category. It can be proven by the statement that they never give up even though they fail and will try again. The traditional drink craftsman, had failed in running his spice drink business, when the drinks he produced were unsatisfactory and not feasible for sale. He did not give up and continued to make spice drinks, he even conducted experiments by mixing several spices such as ginger and turmeric and several other spices to be consumed as a special drink for women. The same story has been experienced by the tunggal batik craftsman, there was a mistake in the process of making the batik resulting the customer felt disappointed and no one wanted to buy it. This made him even more determined to keep trying to become a batik craftsman with a passion for learning and improving the quality of his batik production.



Observing from the side characteristics of creative people too. These three small and medium entrepreneurs agree with the statement that they admire the ideas of famous people for being able to turn something ordinary into extraordinary. This has been proven by the webbing craftsman, who have learned a lot from other craftsmen who are members of the small and medium enterprise community under the guidance of the Industry, Trade and Cooperatives Agency of the West Tanjung Jabung Regency, to continue to learn and develop various creation that can be made from pandanus leaves. A similar thing is also done by traditional drink craftsman, who are not reluctant to take ideas from famous people, one of which is the owner of Sido Muncul, with the hope that he can keep attempting in developing his business.

Another proof is that these three small and medium entrepreneurs are able to implement the ideas they have. Currently, they have spread their ideas to the people around their neighborhood. There are several youth who have been involved in the production activity of the webbing pandanus, batik and spice drinks.

As is the case with the 42 youth respondents came from some villages. From Sungai Dualap Village, there are 12 youths who participated in this reseacher, 11 youths from Dataran Pinang, 7 youths from Sungai Dungun. From Tanjung Pasir, there are 6 youths, and from Suak Labu and Betara Kanan are 2 youth each, then from Sungai Gebar and Sungai Gebar Villages West are 1 youth each. The entry of these 42 youths into the category of highly creative people can be proven by the main characteristic indicators of creative people who can generate ideas in the easiest way. It turns out that 32 of them are strongly agree with the statement that they will observe, analyze and find ideas to solve problems in village. Respondents really care about the conditions in their village, so they are expected to be able to generate ideas that can be used to solve problems there. Some of the problems faced by creative industry entrepreneurs today are the limitations of marketing. The youth's ability to use information technology is of course very helpful for disseminating marketing through the internet media. It is proven in the Dataran Pinang Village, from the results of interviews with youths, especially in Dataran Pinang Village, youth under the auspices of *Karangtaruna* (Youth Organization) have created a website, with the address [www\(dot\)dataranpinang\(dot\)com](http://www.dataranpinang.com). From the manager's account, the website, which is only 1 year old, still needs a lot of improvement, especially in editing the existing content. However, this website has not been used to sell a variety of products produced by small and medium industries in the village, it is hoped that in the future, the website can be used for that purpose.

In line with solving village problems, 42 youths who have the main characteristics of creative people also have the view that by looking at the existing potential of the village, they have an idea that it should be managed optimally so that the village income can be increased. Only 10 respondents whose answer is 'agree', while 32 others are 'strongly agree' regarding the utilization of the village potential.

In accordance with the indicator statement, in several villages, there are still village lands that are not managed optimally, or do not produce any thing, such as in the village of Tanjung Pasir, Sungai Gebar, Sungai Dungun and Dataran Pinang. The youth had the idea that the land should be planted with superior commodities such as Liberika coffee and traditional medical plants. Then, *Karangtaruna* plans to create a brand of Liberika Kualabetara coffee, including Luak (badger) coffee. The same thing is also planned by the youth in Sungai Dualap, they have a plan to make a variety of processed fish and shrimp foods, with wider ranger of variation than only shrimp and fish crackers. For example, making shrimp meatballs, crab floss and other foods.

Another idea came from youth in Sungai Gebar and Suak Labu. The fluctuating price of coconut makes young people there have an idea to increase the selling value by processing it into virgin coconut oil (VCO), but they are constrained by the skills they have. They admit that they have never received training and have tried to make it several times on their own but the results were not optimal meanwhile the production costs were high. Moreover, they do not know how and where to market the product. They found out about how to make VCO from social media (YouTube).

Based on a review of the indicators of creative people, respondents are in the high category. It is proven that they agree and strongly agree with the statement of not giving up if the effort fails and will try again in other ways to succeed. 17 respondents answered 'strongly agree' and 20 others 'agree' while only 2 respondents who 'quite agree'. It is understandable, that youth will not give up when they fail. The youth who did not make the VCO maximally had conveyed his problem to the village government so that they could be facilitated for having some training. Then, there are some young people who are planning to learn to make VCO in the Bram Itam area, the closest sub-district of Kuala Betara, with the hope that they will succeed in making VCO next time.

The creativeness potency of these youth categorized as high and it can be seen from the side feature indicators of creative people through statements to answer the willingness of youth to exchange opinions with friends to get ideas for maximum results. It is proven when 16 of them chose to agree, and the rest, 26 respondents chose strongly agree. An open attitude in exchanging ideas means that young people are willing to collaborate with small and medium industrial entrepreneurs to generate ideas. Another form of the idea is to open new businesses for youth through entrepreneurial guidance, on the other hand, youth can also provide ideas for managing small and medium industries.

Creativity has a considerable influence on the innovations made by business owners for the progress of their business (Nuryanti & Nurjaman, 2017). Of course 3 SME entrepreneurs who have the characteristics of high creative people are capital to become creative beginner SME entrepreneurs in their fields. The availability of SME entrepreneurs needs to be transmitted to young people who also have the characteristics of highly creative people in order to encourage youth to become part of SME so that together they can create creative industries as well as become the foundation of the creative economy. Recognition from several entrepreneurs that their business is in accordance with the potential of youth as long as youth are willing to learn and be involved in it and that raw materials for production are also easily available. Moreover, there are young people who have become employees at SME and these youth are graduates of SD, SMP and SMA and entrepreneurial admits that the youth who work with them are skilled in carrying out the production process. The results of the interviews also revealed that all entrepreneurs were willing to work with youth. Although from an entrepreneurial point of view, youth in villages prefer to be fishermen, cultivate areca nut and coconut plantations, work in the formal sector and work in the city.

The potential of young people who have the characteristics of high creative people must be managed effectively. These young people must be given the maximum opportunity for them, to be able to develop their identity so that their existence can be felt by SME entrepreneurs and improve the welfare of the youth themselves. Of course, this creative youth needs to be directed to become young village entrepreneurs. Based on the results of the study by (Kusumo & Puspitasari, 2017) the development of village entrepreneurship driven by youth elements becomes a "leverage" in order to raise the collective spirit of villagers to create added value in rural areas. Youth are given space by facilitating the potential of youth so that they can be actual and beneficial to the village (Syamsuddin, 2019). Young people are active subjects who have the potential for foresight, creativity, and innovative efforts that become driving actors or social entrepreneurs and have the effect of progressive change (Istriyani, 2015)

Creativity is becoming increasingly necessary, given the increasingly unstable environment, high levels of competition, and erratic technological changes. SME and youth who have the characteristics of high-creative people mean going out of their comfort zone and then experimenting with new ways of doing things without fear of failure. Therefore, the availability of entrepreneurs and youths who have the characteristics of high creative people in developing villages, Kuala Betara District, still has to be directed at creative human resources in developing packaging designs, products, product standardization, production management, marketing management, packaging production, labeling, brands, because this is the problem for SME. Especially at this time, to penetrate the world

market, products that are produced are environmentally friendly. On the other hand, small and medium-sized industries in the developing villages of Kuala Betara District should be able to motivate the creativity of entrepreneurs themselves and youth, which in turn can become the foundation of weak economic communities.

## 5. Conclusion

Investigating village communities that have the characteristics of creative people is one of the first steps to prepare for the growth and development of creative industries in the village. Creativity is an important part of managing Small and Medium Enterprises (SME). This management can be done by optimizing the potential for entrepreneurial creativity of SME itself and also youth who are millennial who are close to information technology.

The results showed that the support and obstacles faced by SME entrepreneurs in developing their business, namely the raw materials used are the main raw materials for production that can be obtained properly in the vicinity of the domiciled SME entrepreneurs. The majority of entrepreneurial skills in doing business are self-taught, accompanied by reading magazines and training. Marketing carried out by SME entrepreneurs is not yet too extensive due to the limited amount of production and limited promotion. Sustainable business development is certainly focused on entrepreneurship. This condition really needs touch. creativity from both the entrepreneur itself and the youth in the village. As for the results of further research that the average SME entrepreneurial creativity is in the medium category as well as youth creativity. Starting from the main aspects of creative people, the characteristics of enabling creative people and the side characteristics of creative people. Even so, it was found that 25 percent or 3 SME entrepreneurs had the characteristics of creative people in the high category and 13.7 percent or 42 young people had characteristics of creative people in the high category.

Further research is expected to be carried out research on entrepreneurial skills that are in accordance with the interests, talents, potential for creativity of SME entrepreneurs and young people. This research is only able to measure the level of creativity. This means that there are other variables that are not studied in growing the creative industry in the village. The combination of SME and youth entrepreneurial actors is a great asset to develop new SME entrepreneurs or creative youth groups.

The village government must focus and seriously capture opportunities for cooperation between youth and entrepreneurial actors who have the characteristics of high creative people in an effort to grow creative industries in the village which in turn will improve the village economy.

## Acknowledgement

This research was funded by: Directorate of Research and Community Service General Directorate of Research and Development Strengthening Ministry of Research, Technology and Higher Education, according to the 2020 Budget Year Research. Contract number : 023/LL.10/PG/2020. Beginner lecturer research schemes.

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