

Analysis of the Role of the Creative Economy in Advancing Product Business at MTs Al-Jauhariyah

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Abstract: This study aims to analyze the role of the creative economy to improve product business in MTs Al-Jauhariyah. In addition to being an educational center, secondary schools also have the potential as a locus of local economic development through creative products. The creative economy is the main focus to increase competitiveness and economic contribution from product businesses in the school environment. Using qualitative research methods, data were collected through in-depth interviews with related parties, direct observation, and documentation studies. The results showed that creativity, innovation, and invention play a key role in the development of product business in this school. In terms of product concept, innovation and differentiation through the creative economy provide significant added value. Factors such as local community involvement, utilization of local resources, and integration of curriculum with creative economy aspects also strengthen the positive impact on the development of product business at MTs Al-Jauhariyah. This research contributes to the practical and theoretical understanding of how the creative economy can be implemented in secondary education environments, exactly in MTs Al-Jauhariyah. This finding can be a foundation for policy makers, schools, and education practitioners to optimize the role of the creative economy in developing product businesses in similar institutions. In addition, this research also opens opportunities for further research related to the integration of creative economy concepts in the context of formal education.

Keywords: Creative Economy; Business Development; Islamic Junior High School

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Abstrak: Penelitian ini bertujuan untuk menganalisis peran ekonomi kreatif dalam meningkatkan usaha produk di MTs Al-Jauhariyah. Selain menjadi pusat pendidikan, sekolah menengah juga memiliki potensi sebagai lokus pengembangan ekonomi lokal melalui produk-produk kreatif. Ekonomi kreatif menjadi fokus utama untuk meningkatkan daya saing dan kontribusi ekonomi dari usaha produk di lingkungan sekolah. Dengan menggunakan metode penelitian kualitatif, data dikumpulkan melalui wawancara mendalam dengan pihak terkait, observasi langsung, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa kreativitas, inovasi, dan penemuan memainkan peran kunci dalam pengembangan usaha produk di sekolah ini. Dari segi konsep produk, inovasi dan diferensiasi melalui ekonomi kreatif memberikan nilai tambah yang signifikan. Faktor-faktor seperti keterlibatan komunitas lokal, pemanfaatan sumber daya lokal, dan integrasi kurikulum dengan aspek ekonomi kreatif juga memperkuat dampak positif terhadap perkembangan usaha produk di MTs Al-Jauhariyah. Penelitian ini memberikan kontribusi pada pemahaman praktis dan teoritis tentang bagaimana ekonomi kreatif dapat diimplementasikan dalam lingkungan pendidikan menengah, khususnya di MTs Al-Jauhariyah. Temuan ini dapat menjadi landasan bagi pengambil kebijakan, pihak sekolah, dan praktisi pendidikan untuk mengoptimalkan peran ekonomi kreatif dalam mengembangkan usaha produk di lembaga serupa. Selain itu, penelitian ini juga membuka peluang bagi penelitian lebih lanjut terkait integrasi konsep ekonomi kreatif dalam konteks pendidikan formal.

Kata kunci: Ekonomi Kreatif; Pengembangan Usaha; Madrasah Tsanawiyah

PENDAHULUAN

Indonesia, with its large population, area, cultural diversity and natural resources, is a country that has great potential to develop its economy, both as a producer and consumer. However, in reality this has not brought Indonesia to the desired level of progress and has not been able to provide prosperity to the entire community. As a developing country, Indonesia also faces challenges, such as the problem of poverty and striking income inequality among its population.¹

Poverty in rural areas is one of the main problems. So development in villages needs to be given higher priority than development in urban areas. Efforts to improve the welfare of rural communities are reflected in the focus of economic development, which was initially aimed at sustainable growth in the large-scale economic sector, and is now a top priority. This is in accordance with Presidential direction no. 6 of 2009 concerning support for the development of the creative economy. It is hoped that this support will further lead to the development of creative economy actors, so that it will have a significant positive impact on Indonesia's economic recovery.²

The creative economy was first introduced by John Howkins following the publication of his book entitled "Creative Economy, How People Make Money from Ideas" which has now caused the term "Creative Economy" to become more commonly used. The creative economy is a type of economic activity where the input and output come from ideas or thoughts. In other words, thinking is the basis of creativity. With innovative ideas, a creative person can generate huge income. Indonesia hopes that its economic conditions

¹ Wininatin Khamimah, "Peran Kewirausahaan Dalam Memajukan Perekonomian Indonesia," *Jurnal Disrupsi Bisnis* 4, no. 3 (May 20, 2021): 2017, <https://doi.org/10.32493/dr.b.v4i3.9676>.

² Fitriya and Dea Handayani, "Analisis Peran Ekonomi Kreatif dalam Memajukan Usaha Madu Rumahan di Kampung Madu Pangandaran," *Transekonomika: Akuntansi, Bisnis dan Keuangan* 2, no. 5 (June 22, 2022): 171–76, <https://doi.org/10.55047/transekonomika.v2i5.180>.

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will remain sustainable and have several sectors that encourage and support its economic activity. Sustainability in question is the ability to adapt to new geographic conditions and economic challenges, ultimately achieving continuation in growth.³

The creative economy originates from innovation that emerges from society, where the ability to develop skills becomes the main capital in creating products and services with economic value. The skills possessed by the community are enriched through cultural characteristics, natural resources and even geography that are characteristic of the country or place where the community lives.⁴

According to the summary of the creative economy report from UNCTAD and UNDP, the potential of the creative economy can contribute significantly to a country's economy, especially in the following aspects: first, generating income (incoming generation); second, creating jobs (job creation); third, increase intellectual property. On the other hand, researchers found that the role of the creative economy in the economy also lies in improving education and skills aimed at the creative economy so that it can encourage the development of education and training in creative fields, providing opportunities for individuals to improve their skills and enter the creative job market.

Education and business development in secondary education institutions have a significant impact on the development of society. One of the secondary education institutions that participates in initiating innovation and local economic development is MTs Al-Jauhariyah. MTs Al-Jauhariyah is not just a center for secondary education, but also a space where creativity and product business development can flourish.

³ Erlina Rufaidah, "Pengembangan Model Ekonomi Kreatif Berbasis Kearifan Lokal di Desa Tanjung Agung Kecamatan Katibung Kabupaten Lampung Selatan" 06, no. 02 (2022).

⁴ Afni Regita Cahyani Muis, *Ekonomi Kreatif Indonesia Dalam Dinamika Perdagangan Internasional* (CV Budi Utama, 2019).

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In the midst of global economic dynamics, the concept of the creative economy has become the focus of attention in encouraging innovation and economic growth. In the context of MTs Al-Jauhariyah, the development of the creative economy appears as a great potential that can advance product businesses at this institution. Creativity, innovation and utilization of local resources can be the main drivers in increasing the competitiveness and economic contribution of product businesses at MTs Al-Jauhariyah.

MTs Al-Jauhariyah as a secondary education institution which has a central role in shaping students' character and competence, also has an emphasis on local economic development. The product business produced at this school is a reflection of economic potential that can be utilized more optimally.

METHOD

This research was conducted at one of the private Islamic schools in Sampang, namely MTs Al-Jauhariyah using qualitative data analysis methods. This research location was chosen based on the existence of creative product businesses that were being developed by students through the Crafts subject. The respondents who will be considered as samples here are MTs Al-Jauhariyah students, teachers who teach Craft subjects, as well as Madrasah Heads.

This research uses a type of descriptive research which is carried out by collecting data through observation by reviewing the state of the creative product business, interviews with the Head of the Madrasah, the teacher concerned as well as the students who developed the product, and also documentation by taking several pictures to support that the research has been carried out. Both the location and research respondents will be selected using a purposive sampling technique or a sampling technique chosen based on a number of academic reasons (academic explanation) adapted to research

needs. Meanwhile, researchers analyzed the data using Miles and Huberman's,⁵ descriptive analysis model, namely by reducing data, presenting data, and drawing conclusions or verification.

RESULTS AND DISCUSSION

General Description of Product Business at MTs Al-Jauhariyah

The creative product business that has just been developed at MTs Al-Jauhariyah features a main product, namely laundry perfume called lovaja with an environmentally friendly formulation varied with various types of alcohol as an amplifier so that the perfume smells long-lasting. There are various aroma variants with different distinctive scents, such as sakura, acacia, downy blue, to ocean fresh. The price of Lovaja products is very affordable and has 3 packages; 100 ml spray packaging costs 10 thousand rupiah, 250 ml spray packaging costs 17 thousand rupiah, and 600 ml bottle packaging costs 20 thousand rupiah. Currently, laundry perfume is often used by various laundry services and housewives as a long-lasting clothing fragrance. Uniquely, laundry perfume, the main creative product at MTs Al-Jauhariyah, has a variety of long-lasting fragrances at very affordable prices.

This creative product business started with a teacher teaching craft subjects who took the initiative only for practical activities, but the students were very enthusiastic about continuing to develop the laundry perfume product to become an SME and then market it. This has been proven by the Head of the Madrasah and the Foundations who can facilitate these creative product businesses to continue to be developed. The development of laundry perfume products is considered as a potential effort to boost the economy in Sampang Regency, especially in Banyuates and to encourage students' enthusiasm for entrepreneurship.

⁵ Matthew Miles and Michael Huberman, *Qualitative Data Analysis* (USA: SAGE Publications, 2014).

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The following is a production process that can be used to make Lovaja laundry perfume created by MTs Al-Jauhariyah students..

Table 1: Lovaja Product Manufacturing Stages

Ingredients	Manufacturing Stage
First container material: • MES 1 kg (mesyl ester) • 3 liters of hot water Second container material: • Texaphone 500 gr • Edta 20 gr • Nacl 200 gr • Citric acid 20 gr • Enzyme AR 20 gr • Shoda As 20 gr • Dyes • Perfume seeds (mixed with NP 10 and fixative) Third container material: • Nacl 700 gr	<ol style="list-style-type: none"> 1. The first container is filled with 3 liters of hot water in the MES, wait until it is homogeneous. 2. Then in the second container, mix the texaphone with 3 liters of plain water, stir until evenly mixed. 3. Then mix all the ingredients listed in the second container except the dye and perfume seeds. 4. After mixing thoroughly, mix the mixture in the first container again with the second container, stir and add 7 liters of plain water. 5. Then stir again until evenly mixed. The stirring process greatly influences the quality of the detergent. 6. After that, in the third container, mix 700 gr NACL with 5-7 liters of water, stir until homogeneous. 7. Then mix the mixture in the third container with the mixture in the previously mixed container, stir until thick. 8. And finally, add perfume seeds and coloring as desired. Stir again, and the laundry perfume is ready to use.

The marketing distribution team implemented a strategy by distributing Lovaja laundry perfume products through minimarket partners owned by private foundations, namely Sembung Swalayan. The strategy system used is

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placing the product on the cashier's desk when it is first launched. Then the marketing team applied the term cheap redemption of 100 ml Lovaja products with a minimum purchase of over 100 thousand rupiah. The results of the product marketing team produced satisfactory results. This was proven during the first sale, dozens of bottles were sold because buying 2 get 2 for free on this Lovaja product was priced at 10 thousand rupiah.

The marketing of this product is also introduced and marketed to all students who are then conveyed to their guardians, the surrounding community, as well as thousands of alumni of Sembung Al-Jauhariyah Islamic Boarding School students. This resulted in product stocks in Sembung Supermarkets and grocery stores running out in just a very short time because many people were already familiar with lovaja products.

Currently, further product development plans will launch new, more complete aroma variants, increase the perfume's fragrance durability, and will adapt to changes in market trends.

The Role of the Creative Economy in Supporting Product Business Progress at MTs Al-Jauhariyah

The role of the creative economy in advancing creative product businesses is very important and covers various aspects. Based on Rochmat Aldy Purnomo's opinion, there are 3 main aspects that form the basis of the creative economy, namely:

1. Creativity

Creativity can be defined as the ability or capacity to create something that is unique, fresh and widely accepted. It also includes the ability to generate new ideas or practical solutions to certain problems, as well as carrying out actions that are different from existing ones (thinking outside conventional boundaries). The role of creativity is the most important aspect in the maximum product production process. The creativity that emerges to then be able to launch Lovaja products certainly produces something that is useful for oneself and others.

2. Innovation

Innovation is a change in a concept or idea that is rooted in creativity by using existing findings to create a product or process that is superior, provides added value, and provides benefits. The production team has innovated Lovaja products through a variety of aroma variants that are more complete than other products. This is balanced with providing much needed financial resources to establish, develop and run a creative product business. This includes initial capital, investment for product development, and funds for marketing. In this case, the Head of the Madrasah and the Foundation are able and ready to facilitate all the funding needed for making laundry perfume and marketing.

Financial innovation in the economy can also boost lovaja products. This includes developing new business models, collective funding (crowdfunding), or strategic partnerships with investors. So that these product businesses can play a role in advancing local economic prosperity by creating jobs, driving other industries (for example, raw material production), and increasing people's income. Not only that, successful creative products can improve people's quality of life through the creation of goods and services that are innovative, aesthetic or authenticity-oriented.

3. Invention

The term invention focuses more on making something that has never existed before and can be considered a work that has a unique function or has never been known before. Discoveries in the temporary lovaja production process include new aroma variants that have never been available in other products.

Furthermore, economics plays an important role in identifying market opportunities for the product. Economic analysis can help in determining market demand, appropriate prices, and effective marketing strategies. This results in the sustainability of product businesses often depending on a stable economy. A stable market presence and consistent revenue can help a product business survive in the long term. The creative team that was formed

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determines the market and future opportunities for how Lovaja laundry perfume products can be accepted in the surrounding community.

Economics provides important marketing and promotional channels to expand product reach to a wider market. This includes online commerce, physical stores, art galleries and exhibition events. This has also been prepared by the creative team that Lovaja laundry perfume products will be marketed at Sembung minimarkets (owned by the Foundation) and will be traded online via e-commerce platforms such as Shopee.

Thus, the role of the economy in advancing the lovaja product business covers various aspects that support the growth, sustainability and success of this sector. The success of a creative product business often depends on a good understanding of economic dynamics and the right strategy to take advantage of existing economic opportunities.

Economic Factors Influencing Product Business Development at Mts Al-Jauhariyah

The development of the lovaja product business at MTs Al-Jauhariyah can be influenced by a number of economic factors. The following are several economic factors that researchers found that might influence the development of creative product businesses at MTs Al-Jauhariyah. The first is financial resources, where the availability of financial resources such as initial capital, budget for raw materials, equipment and promotion can influence the school's ability to develop the product. Limited financial resources can be an obstacle in taking greater development steps.

Furthermore, the level of competition in the lovaja product market also influences business development. Intense competition can force innovation and improve product quality. Then in government policy, where economic policies and government regulations, such as taxes, subsidies, or small and medium business assistance programs, can influence product business conditions.

The availability of infrastructure that supports product production and distribution, such as transportation, electricity and communications, also plays

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an important role in the economic factors that influence creative product businesses. on the other hand, workforce skills also influence the quality and skills of the workforce available at MTs Al-Jauhariyah in terms of production levels and the quality of creative products.

Then access to the market is also an important factor that influences creative products. A school's ability to reach a wider market, either through physical stores or online, can influence the sales potential of lovaja products.

The level of economic welfare of the community around MTs Al-Jauhariyah can influence their purchasing power for products. A strong economy can increase demand for products. So changes in consumer preferences and trends must also be taken into account. Creative products that fit current trends or meet consumer needs will have a greater chance of success.

Lastly, collaboration with local businesses or other external parties in the form of business partnerships can help overcome economic obstacles and expand opportunities. So, in developing product businesses at MTs Al-Jauhariyah, it is important to consider these economic factors and design appropriate strategies to overcome challenges and take advantage of opportunities that exist in a changing economic environment.

CONCLUSION

In the current era of globalization and digitalization, products have an increasingly important role in advancing a region's economy. Creative products cover various industries, such as arts and crafts, graphic design, fashion, and so on. In the educational context at MTs Al-Jauhariyah, product development efforts can be a way to involve students in a more interactive learning process and provide opportunities to develop important creative skills in the future.

The creative product business that has just been developed at MTs Al-Jauhariyah features a laundry perfume product called lovaja using main ingredients such as alcohol and essential oils with a distinctive fragrance. The development of Lovaja laundry perfume products is considered to be a

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potential effort to boost the economy in Sampang Regency, especially in Banyuates and to encourage students' enthusiasm for entrepreneurship.

The role of the creative economy in advancing product businesses is very important and covers various aspects. The main aspects that are the basis of the creative economy are the role of creativity which is the most important aspect in the maximum product production process, financial innovation in the economy can also encourage lovaja products, and discoveries in the lovaja production process while there are new aroma variants that have not yet been created. previously owned by other products.

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