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Evaluation of Creative Economic Empowerment Models for Women in Lhokeumawe City, Indonesia

Sullaida

Lecturer, Department of Economic Faculty, Malikussaleh University, Indonesia

Nurmala

Lecturer, Department of Economic Faculty, Malikussaleh University

Chairil Akhyar

Lecturer, Department of Economic Faculty, Malikussaleh University

Likdanawati

Lecturer, Department of Economic Faculty, Malikussaleh University

Siti Maimunah

Lecturer, Department of Economic Faculty, Malikussaleh University

Abstract

The purpose of this study is to evaluate the model of creative economic empowerment for women. This research was conducted in the city of Lhokseumawe. The objects of research are housewives in the city of Lhokseumawe. The research method used to form the creative economy business group, facilitating the funding of creative economy business groups, mentoring creative economy business groups, evaluating creative economy business groups. Empowerment for creative economic actors in Embroidery, Membatik Anyaman and fish drying businesses requires assistance, namely academics, government and businessmen.

Keywords: Empowerment, economic creative

1. Introduction

Today, Indonesia faces the ASEAN Economic Community (MEA). With the enactment of the ASEAN Free Trade Agreement (AFTA) free trade in 2015, economic business actors need to increase their creativity in running their businesses. Academics, businessmen and government must play an active role. Existing resources must be utilized optimally so as to create creative economic ventures in Lhokseuma we city.

To realize the competitiveness of creative economy businesses in Lhokseumawe City, empowerment is needed in order to be able to create added value among creative economic actors. Business competition has penetrated all sectors including the creative economy business sector. Sustainable empowerment of creative economy businesses must be continuously improved. So that, fostering innovation for creative economic actors and can absorb labor.

Creative economic empowerment aims to improve skills for women so that they can increase their potential. With creative ideas they can innovate. So, it can add value to a product. Thus, it can form an independent group, increase employment, reduce the level of poverty and unemployment and ultimately can increase income, especially people in the city of Lhokseuma we.

Based on the phenomenon above, this research aims to form groups, facilitate funding, provide assistance and evaluate creative economy business groups for women in Lhokseuma we City.

2. Literature Review

2.1. Women's Empowerment Program

Empowerment programs for women in the creative economy are needed because basically women have tremendous potential in the economy, especially in the regulation of the household economy. The objectives of the women's empowerment program are (1) Increasing the ability of women to involve themselves in development programs, as active participation (subject) so as not only to be the object of development as it has been so far, (2) Improving the ability of women in leadership, to improve bargaining position and involvement in every development either as a planner, implementer, or monitoring and evaluating activities and (3) Improving the ability of women to manage household-scale businesses, small industries and large industries to support increased household needs, as well as to open productive and independent employment opportunities (4) enhance the role and function of women's organizations at the local level as a means of empowering women so that they can be actively involved in development programs in the area of their workplace, Nugroho (2008).

In the economic field, women's empowerment is more emphasized to improve their ability to manage their homes. There are 5 important steps that need to be considered in the effort to develop women in the field of entrepreneurship for women. According to the IMF quoted by Henry, (2008), namely: Helping and encouraging women to build and develop their knowledge and competence, through various training programs.

2.2. Economic Creative

Economy Creative is an economic concept in a new economic era that intensifies information and creativity by relying on ideas and stock of knowledge from Human Resources (HR) as the main production factor in its economic activities. Howkins (2001) in his book "The Creative Economy" discovered the presence of a wave of creative economics after realizing the first time in 1996 the export of copyrighted works of the United States had a sales value of US \$ 60.18 billion which far exceeded the exports of other sectors such as automotive, agriculture, and plane.

A new economy has emerged around creative industries that are controlled by intellectual property laws such as patents, copyrights, brands, royalties and designs, Howkins (2001). Creative economy is the development of concepts based on creative assets that have the potential to increase economic growth. Furthermore Dosantos 2007 in Kristanto 2013 Creative Economy is the development of concepts based on creative assets that have the potential to increase economic growth.

3. Method

The research method that will be applied in this study refers to the objectives to be achieved:

- Establish a Creative Economy Business Group
- The researchers will form business groups of creative economic activities for women in the city of Lhokseumawe
- Facilitation of Funding
- The researchers collaborate with government and private parties to help facilitate creative economic funding for women in the city of Lhokseumawe.
- Mentoring Phase
- The researcher provided assistance so that the activity proceeded as expected, assistance by involving parties including the local government, the Women's Empowerment Agency, the Industry Office, entrepreneurs and academics.
- Evaluation Stage
- To evaluate mentoring activities carried out by academics, government and business people, in the city of Lhokseumawe.

3.1. Road Map Research

To explain this research plan is illustrated through the Research roadmap as follows: Picture of Road Map Research.

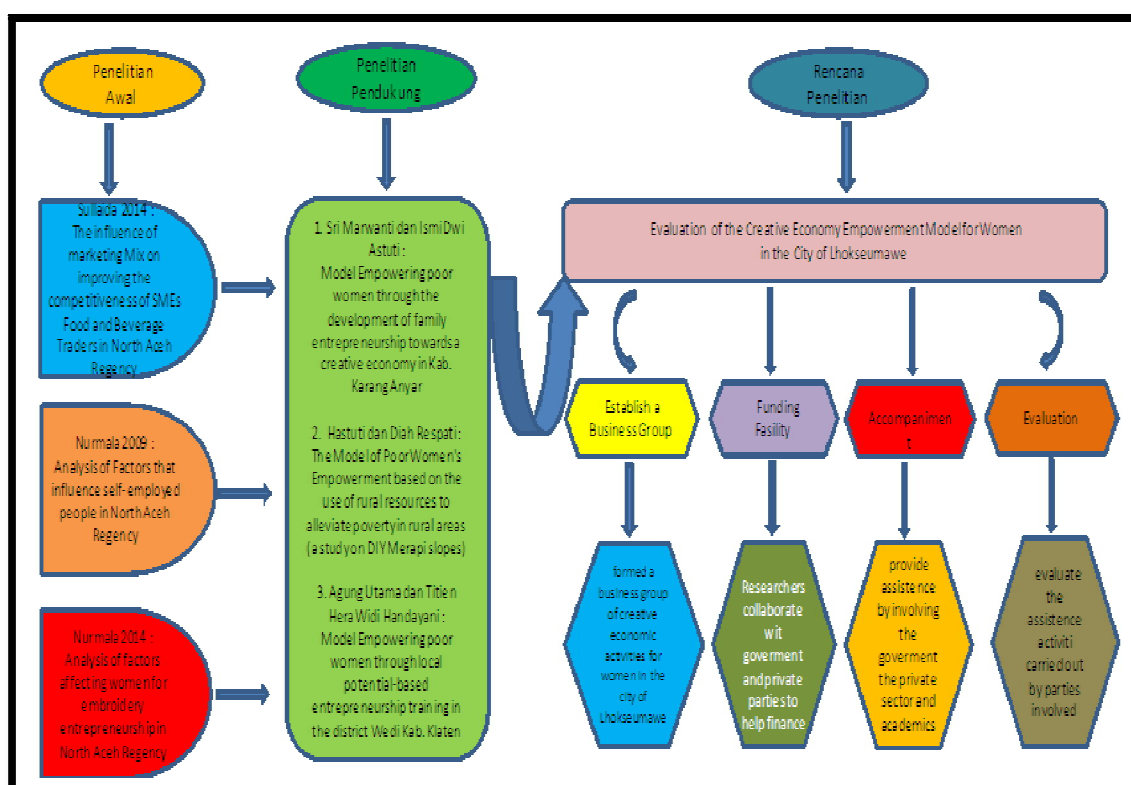


Figure 1: Road Map Research

4. Result

No	Type of Business	Name of Group	Location
1.	Embroidery	Cahaya Mata Bunga Dahlia Teratai	Blang Mangat
2.	Fish Drying	Marta	Banda Sakti
3.	Membatik	Membatik	Muara Dua
4.	Anyaman	Weaving	Muara Satu

Table 1: Creative Economy Business Group
Source: Research Results (2018)

4.1. Facilitation of Funding

- Help make proposals for proposals for requests for assistance in creative economy business funds in Lhokseumawew City.
- Seeking donors from the government and private parties
- Delivering proposals for funding assistance for creative economic activities in the city of Lhokseumawe.
- Building communication with donors and also creative economy business groups in Lhokseumawe City.

4.1.1. Mentoring Model

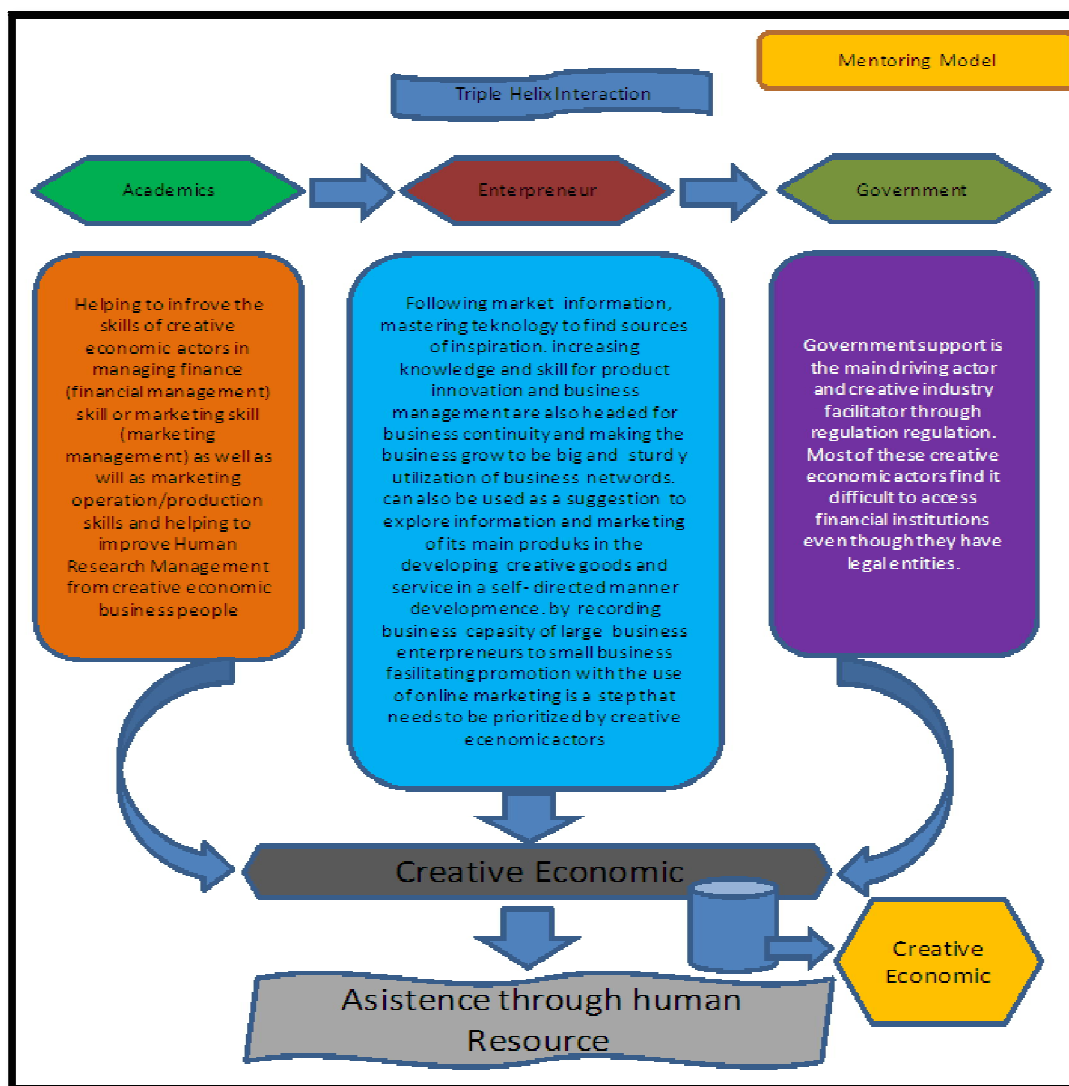


Figure 2: Creative Economy Assistance Model
Source: Research Results (2018)

4.2. Mentoring Evaluation

Assistance carried out by academics in motivating and giving birth to technological innovations and creative ideas so that they become high-value products. Problems that exist in creative economic business actors include lack of business

capital, product marketing outside the region, lack of technological tools needed by economic actors to improve the quality of products that consumers need on an ongoing basis.

The government provides assistance by stimulating positive stimuli that can foster a creative economy and encourage a harmonious business atmosphere. The trick is to provide support to creative economic actors, and protect creative economic innovation works, also implement government rules relating to entrepreneurial ethics so as to create healthy entrepreneurial competition.

The industry is obliged to contribute in creating a good business climate, such as implementing business ethics, committing to social responsibility, and becoming a partner of the government to support national economic growth.

Balancing the roles of the three parties, namely academics, government and businessmen is not easy. Continuous and dynamic efforts are needed so that each party tries to do the best for the common interest. The three parties have to synergistic and balanced cooperation is needed.

5. Conclusion

Creative economic empowerment for women by forming business groups namely Embroidery, Fish Drying, Batik and Woven business groups has many opportunities and challenges. If the implementation of the creative economy is able to capture opportunities and be able to face challenges, then creative economic actors will be able to be a support for development in Lhokseumawe City.

6. Suggestion

Participation from the Academics, Government, Entrepreneurs, it is necessary to carry out empowerment in a sustainable manner, so that new innovations and ideas can be realized.

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