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Empowerment Of A Community Of Bamboo Hat Craftsmanship Based On Creative Economics On Community Productivity In Cikupa Village, Tangerang District

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Abstract: This research is motivated by the problem of low levels of human resources, which is the main problem in the process of implementing development in rural areas, because the average education level of the Cikupa Village Community is elementary school. living in rural areas, then rural development is part of development. This is in accordance with presidential instruction No.6 of 2009 concerning support for the development of the creative economy. This support is expected to further develop towards creative economy craftsmen. The creative economy is a new economic concept that combines information and creativity which relies on ideas, notions and knowledge from human resources as a production factor. The problems in this thesis lead to the role of the creative economy in empowering the community economy in Cikupa Village, Cikupa District, Regency Tangerang, Banten Province. This research aims to determine community productivity through community empowerment based on creative economy. The research method used in this research uses qualitative research, utilizing primary data sources and secondary data, using the Interview Method and Focus Group Discussion Method used in data collection using Observation, Interview and documentation methods. Data processing is carried out using Data Analysis Methods, namely Data Reduction, Data Presentation, and Data Verification. From the data analysis, it can be concluded that based on the results of observations, interviews and documentation conducted with bamboo hat craftsmen in Cikupa Village, Tangerang Regency, several empowerment strategies have been implemented to increase creative economy-based productivity, namely by empowering the bamboo hat community towards village craftsmen. Cikupa apparently brought changes, including increasing the economic productivity of the people of Cikupa Village.

Keywords: Creative Economy, Empowerment, Productivity.

INTRODUCTION

The problems in Indonesia are very complex. Similar to natural phenomena which depict natural resources being increasingly depleted, social and political conflicts becoming increasingly heated, unemployment and poverty, so that the interpretation of the direction of development is not very clear. Of course, this is a factor that has a big influence on people's lives which tend to change. A demand to learn so that you know current world phenomena, how interesting the story of the Indonesian nation (in general) is, which is currently faced with an era of free competition, so the possibility that will happen is that it will be left behind and crushed by the wheels of time, if the human condition is helpless. The global free trade that occurs requires Indonesia to strive hard to be able to compete in both domestic and foreign markets. Economic growth is still lame, unbalanced and vulnerable to turmoil. The momentum of globalization and free markets should provide an excellent opportunity for the creative economy.

Creative economic development is one option to maintain economic resilience. The creative economy has been developed in various countries and has shown positive and significant results, including in the form of employment, increasing family income, and regional branding at the international level. With large expectations of growth in the creative economy sector, we are faced with the challenge of being able to stimulate the creation of forms of creativity that have higher value, including economic value and contribution to the economy. So it demands high quality human resources.

Improving the quality of human resources is a special prerequisite for achieving balance in globalization. The demand to develop an economy that relies on knowledge and ideas or what could be called a creative economy is getting stronger along with increasingly complex environmental changes. If in the past humans cut wood and then sold the logs, now humans are more creative, manifesting in the form of handicrafts such as chairs, cupboards, tables, cutlery, miniature home decorations, and so on.

By paying attention to the infographics of statistical data and the results of the 2016 creative economy survey, it can be seen that the creative economy is able to contribute significantly to economic growth on a national scale. In 2015, this sector contributed 852 trillion rupiah to national GDP (7.38%), absorbed 15.9 million workers (13.90%), and export value was US\$ 19.4 billion (12.88%). The data also shows a significant increase in the contribution of the creative economy to the national economy from 2010-2015, namely 10.14% per year.

This proves that the Creative Economy has the potential to develop in the future. The following is GDP data on the contribution of the creative economy on a national scale. In the 1800s to early 1900s, Tangerang Regency was known as a center for bamboo hat crafts. This bamboo hat from Tangerang is exported to America and Europe. In fact, Tangerang bamboo hats are said to have once dominated Paris. In order to re-search for bamboo hat production centers which at that time were in the Cikupa, Tigaraksa and Balaraja areas, a village was discovered which still had the remains of bamboo hat weavers. The village is called Cikupa Village, Tangerang Regency. Cikupa Village, Cikupa District, Tangerang Regency, Banten Province is a village with middle to lower economic level people whose livelihoods are mostly in agriculture, farm laborers and traders. The level of community productivity is still low, only around 5%. Cikupa Village has an area of 214.8 ha, with a population of 7,321 people, consisting of 3,514 male residents and 4,090 female residents.

Cikupa Village has beautiful natural resource potential that can be utilized in developing the creative economy. For example, bamboo can be created like woven bamboo. With local wisdom in their own area, people must be able to develop their creativity. With the local wisdom that exists in their own area, the community must be able to develop their creativity

and have a positive impact on the economy of the Cikupa Village community. The neat layout of the village, the closeness of its residents, can be used as capital for village development.

On February 25 2011, the Bamboo Hat community was created from various craftsmen in Cikupa Village, with the aim of empowering the community and increasing community productivity based on the creative economy. According to Eddy Papilaya that "*Empowerment is an effort to build community capacity, by encouraging, motivating, raising awareness of their potential and making efforts to develop that potential into concrete action..*" (Zubaedi, 2014). A community formed as an effort to preserve and revive the potential of Tangerang Regency's traditional crafts and industrial products.

This community aims to become a bridge between craftsmen and consumers to make marketing and selling their products easier. Where the works of these craftsmen are marketed and sold through the official website and social media of the Topi Bambu community. Apart from that, these works are also included in craft exhibitions both at local and national levels. This community, which has been established since 2011, has attracted approximately 2000 craftsmen to work together. The products made are not only limited to one hat design but have several unique designs. Apart from ensuring that consumers don't get bored with their products, this can also train the creativity level of the craftsmen. Apart from the natural resource potential and human resource potential in Cikupa Village that must be explored, there are obstacles faced by the Topi Bambu Community, including the lack of citizen participation and reluctance to develop their potential skills to increase the residents' economic productivity.

This is according to the Chairman of the Bamboo Hat Community in his assessment of residents' participation in developing their potential skills. Their average level of education is elementary school (SD) and many are comfortable with their professions as laborers and gardeners, while high school graduates and graduates go to big cities to try their luck better.

Human Education Level Index

Community of Cikupa Village, Tangerang Regency				
No	Human Development	2016	2017	2018
1	Percentage of elementary school graduates	40 %	25 %	20 %
2	Percentage of junior high school graduates	40 %	25 %	20 %
3	Percentage of High School Graduates		15 %	40% 45 %
4	Percentage of Bachelor Graduates		5 %	10 % 15 %
Source: Central Statistics Agency, Cikupa Village, Tangerang Regency.				

By looking at the data that has been presented, it can be seen that there has been a problem of low levels of human resources. Community Empowerment, especially for Bamboo Hat craftsmen in the Cikupa area, cannot be separated from the various obstacles that accompany it. An obstacle that often arises is the difficulty of synergizing the various empowerments in an integrated program. By focusing on one dimension, development will ignore the richness and complexity of human life and societal experience. Based on these thoughts and descriptions, the author considers it important and necessary to conduct research regarding "**Empowerment of the Bamboo Hat**

Craftsman Community Based on Creative Economy on Community Productivity in Cikupa Village, Tangerang Regency"

LITERATURE RESEARCH

Human Resource Management is a science in organizing, planning and processing the relationships and roles of an individual or employee in carrying out responsibilities for the company effectively and efficiently in achieving the goals desired by the company. One of the goals of HR Management is to provide support to the company. In this way, the real form of this support is in the form of recruiting quality human resources and creating conducive conditions in the company.

Community Empowerment according to **Standing Conference For Community Development (2001)** that is: *"Community empowerment is working with the community so that they can define and address problems, and are open to expressing their own interests in the decision-making process."* (Jayagiri, 2012) Based on this understanding, it can be concluded that community empowerment in general is not aimed at finding, but at overcoming problems in society or serving society. The main goal of community empowerment is to work together with the community, so that the community can find and overcome the problems they face. The most basic thing in empowering the community in social issues based on local wisdom is economic and social empowerment of the community based on the cultural conditions that exist in the surrounding environment.

Creative Economy, Basically, the creative economy is people who use their potential in the form of reason and then use it to think about finding something beyond economic limitations to overcome themselves so that they can revive the process of economic independence.

Productivity Work is the level of employee ability to achieve results (output), especially in terms of quantity. Therefore, the level of productivity for each employee can be different, it can be high or low, depending on the level of persistence in carrying out their duties. Thus, the definition of productivity can be interpreted as the concrete results produced by individuals or groups, during a certain unit of time in the work process.

That HR is the most strategic element in the organization. Therefore, empowering human resources is a very basic work ethic that must be adhered to by all management echelons in the organizational hierarchy. Empowering human resources contains various tips such as recognizing human dignity, enriching the quality of work and implementing a participative management style through democratic processes in organizational life. To measure work productivity in Human Resources Empowerment, an indicator is needed, the following are productivity supporting indicators:

1. **Have the ability to perform tasks.** An employee's ability really depends on the skills they have and their professionalism at work. This provides the power to complete the tasks assigned to them.
2. **Increasing the results achieved** , strive to improve the results achieved. The result is something that can be felt by both those who do it and those who enjoy the results of the work. So, efforts are made to utilize work productivity for each person involved in a job.
3. **Work Spirit**, This indicator can be seen from the work ethic and results achieved in one day compared to the previous day.
4. **Self-development** This can be done by looking at the challenges and hopes of what will be faced. The stronger the challenge, the more important it is to develop yourself.

5. **Stopis** the result of work that can show the quality of an employee's work. So improving quality aims to provide the best results which in turn will be very useful for the company and itself.
6. **Efficiency** In the context of community empowerment productivity indicators refer to the extent to which the resources used in community empowerment programs or projects can be optimized to achieve the desired results. Efficiency measures the extent to which a program or project can achieve its goals using the least amount of resources possible. This can include resources such as time, budget, labor, materials, and so on.

RESEARCH METHODS

Research methods are basically scientific ways to obtain data with specific purposes and uses. A method is a procedural method or way of knowing something that has systematic steps. Research generally aims to find out and discover something new, about a problem or phenomenon that occurs in an object. *"A research method is a scientific way to obtain data with a specific purpose and use, proven and developed so that in turn knowledge can be used to understand, solve and anticipate a problem."* (Sugiono, 2009:2) In this sense, it can be understood that research methodology is a series of work stages or activities that must be taken to carry out research activities, namely to obtain an answer or conclusion about the object under study.

In this research the author conducted research on the Bamboo Hat Community, Cikupa Village, Cikupa District, Tangerang Regency, Banten Province. Time This research was carried out from the initial preparation of the research until the implementation of the research report. Namely from December 2019 to March 2020. To make the research process easier and obtain valid data and information results. So in this article the author will describe the research methods used.

The research used by the author in this study is direct research or what is called **field research (field research)**, namely research carried out in real society in order to find facts that exist in society regarding the problems that occur. In this case, the researcher collected valid data directly from the research location related to this problem, namely in Cikupa Village, Cikupa District, Tangerang Regency.

The nature of the research carried out by the author in this study is descriptive, meaning that this research was carried out as a data collection activity by describing it as it really is without being accompanied by reasons, views or analysis from the author himself. In this research the author describes the condition of the object, namely the empowerment of the creative economy-based bamboo hat community in Cikupa Village, Tangerang Regency.

This research uses **qualitative research approach**. Qualitative research is research that intends to understand the phenomena experienced by the research, for example behavior, perceptions, motivation, actions and so on. Holistically, and with descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods.

Researchers came directly to *Cikupa Village Bamboo Hat Community*, met directly with the community leader, Mr. Agus Suherman and the administrators. Researchers took a personal approach to find out about these Bamboo Hat Craftsmen, how they can increase their productivity levels. Researchers also approached informants closely to obtain more accurate information.

Researchers do **research method through a qualitative approach**, hopefully researchers will get information about the extent *where is the Cikupa Village Bamboo Hat Community* in increasing community awareness and welfare and what results the community obtains after participating in the use of bamboo plants.

To make it easier to collect field data, the author uses the first data collection method **Observation Method**. Observation is a method of collecting data through direct observation. Observations are carried out by collecting data directly from the research object, not only limited to observations but also recording in order to obtain more concrete and clear data. In this research, the author uses non-participant observation, which means that someone making the observation (observer) does not take part in the livelihood of the object or people being observed (observer). This method was used to explore data related to the empowerment of the bamboo hat craftsmen community in Cikupa Village, Tangerang Regency.

The second, namely **Interview Method**, Interview According **Mardalis** that the interview is "*Data collection techniques used by research to obtain oral information through talking and face to face with people who can provide information to the researcher*". This opinion states that the interview method is a conversation with a specific purpose, the conversation is carried out by two parties, namely, the interviewer who asks questions and the interviewee who gives answers.

The type of interview that the author used in this research is a free guided interview, namely "a combination of unguided and guided interviews. So the interviewer only creates the main issues to be researched, then in the process the interviewer must be good at directing the interviewee.

The third is **Metode Focus Group Discussion (FGD)** is an approach commonly used to collect data/information in qualitative research, including Community Empowerment research which is currently increasingly popular using the FGD method as a data collection method. This method has the main characteristic, namely that it uses interaction data resulting from discussions between the participants. The main strength of the FGD method is that it is proven to provide data that is more in-depth, more informative, and more valuable than other methods. However, the optimal implementation of this method is still a matter of debate reported in much of the literature and the consensus of the FGD method as the ideal method for data collection has not been agreed upon by many research experts.

The fourth is **Documentation method**. This is one of the data collection methods used in social research to explore historical data. Documentation is another name for a document. Essay books, textbooks, newspapers, articles, magazines, politics, advertisements, real images, and the content of almost every type of visual communication can be analyzed in various ways. In this method the author does not use the entire data collected, but only the important points are taken and the rest is the data supporting the analysis. The data needed regarding this method is data related to the empowerment of the bamboo hat community in Cikupa Village, Tangerang Regency.

The last one is **Data analysis method**, Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that it can be easily understood, and the findings can be informed to others. Data analysis is carried out by organizing data, describing it into units, synthesizing it, arranging it into patterns, choosing what is important and what will be studied, and making conclusions that can be shared with others. The first data analysis uses Data Reduction. Reducing data means summarizing, selecting the main things, focusing on the important things, looking for themes and patterns and discarding what is not necessary. The data reduction stage carried out by the author is analyzing it thoroughly. The accuracy of the data collected from the field regarding community empowerment of the creative economy-based bamboo hat craftsman community on community productivity in Cikupa Village, Cikupa District, Tangerang Regency.

After that Data Presentation, Data presentation can be done in the form of short descriptions, charts, relationships between categories, flowcharts and the like. The most

frequently used way to present data in qualitative research is narrative text. So what is used to present research data is narrative form, finally drawing conclusions. Verification of research data, namely drawing conclusions based on data obtained from various sources, then the researcher draws temporary conclusions while looking for supporting data or rejecting the conclusions. At this stage, the researcher carries out an assessment of the conclusions that have been drawn using comparative data for certain theories. This test is intended to see the truth of the analysis results which give rise to reliable conclusions.

RESULTS AND DISCUSSION

Based on the findings of this research, researchers saw that from the results of economic empowerment carried out by the Topi Bambu Community, there were 2 results of economic empowerment, namely:

1. Have independence in terms of knowledge and experience

As a result of the findings, the researchers saw that members of the Bamboo Hat Community had the knowledge and experience that made employees have independence in their lives. The following is an interview excerpt from Mrs. Rokayah, "Yes sis, I got new knowledge like making Dutch hats, basically there's a lot of knowledge, Kang Agus is also patient in teaching me." (Personal Interview with Mrs. Rokayah, Bamboo Hat Craftsman 2019).

During training and becoming members of the Bamboo Hat Community, they gained experience in the field of doll production and marketing. As stated by Mrs. Eti. "Yes, there are benefits, what about it, sis? If we leave here, we can start our own business, right? There are lessons here too.." (Personal Interview with Mrs. Eti, 2019).

Therefore, with training and knowledge, bamboo rope craftsmen become more knowledgeable about the production of various types of hats, for example European hats, which are usually produced to order from local fashion designers.

2. Economic Improvement

The results of the community empowerment carried out by the Bamboo Hat Community can be seen from the economic improvement that occurred among the bamboo hat craftsmen, who were able to improve their family's economy, for example Mrs. Lia said that by joining the Bamboo Hat Community and producing bamboo hats she could help the economy. The family especially helps the husband.

The following is what Mrs. Lia said "Yes, thank God, I can help my family. Most of all I can help my husband. The benefit of that is that by saving a little, you can go to school." (Personal Interview with Mrs. Lia).

Likewise, what was expressed by Mr. Eman Sulaeman: "Yes, it's quite good to be able to help mother buy rice for daily meals. "I'm just a trader, not necessarily, sometimes it's busy with buyers, sometimes it's quiet." (Personal Interview with Mr. Eman).

Increasing the economy of the Bamboo Hat Community craftsmen are also seen to be able to determine priorities for family needs, including the family's economic independence, they are able to prioritize important needs such as paying for their children, household needs and saving for their needs.

- **Results obtained by Bamboo Hat Craftsmen After Joining the Tangerang Bamboo Hat Community**

Economy is a system of rules that exist in society to fulfill their living needs with scarce means of satisfying their needs. The method referred to here is related to the activities of people and society related to the production, distribution, exchange and consumption of scarce services and goods. (Asep Usman Ismail 2008, 221). Like the Bamboo Hat

Community, this business has helped to reduce the problem of poverty levels around the Tangerang Regency area, especially Cikupa Village, Tangerang Regency. Viewed from an economic perspective, the empowerment process is carried out in the Topi Bambu Community. The Bamboo Hat Community has an impact or result that can increase the economic empowerment of bamboo hat craftsmen. To see whether economic-based empowerment is successful or not, you can look at several indicators put forward by Nugroho.

There are 4 indicators of empowerment proposed by Nugroho, but in this case the researcher only used 4 indicators related to economic empowerment. In accordance with these 4 indicators, the results found in the field are:

1. Access

In the sense of equal rights in accessing productive resources in the environment. What is meant by Access is when an individual has the ability to go outside the house or area where he lives to carry out daily activities. As stated by Mrs. Asah in an interview, namely: *"What, yes, most people shop at the market if there is something they want to buy, now the streets are not like they used to be, they have been tidied up."* **(Personal Interview with Mrs. Asah)** From the results of the interviews conducted, it was found that bamboo hat craftsmen became more independent and were able to leave their homes with access to vehicles and a good environment.

2. Participation

Namely participation in utilizing limited assets or resources. Kang Agus as the founder of the Bamboo Hat Community said that *"The community is very easy to invite to join in cultivating this vast natural resource (bamboo plants) and they also increase their creativity, skills and improve the economy too."* as said by Mr. Asep and Mrs. Ebah are as follows *"At first I just joined in, I was invited here by other mothers, so instead of being idle at home, it's not bad for me to add more."* **(Personal Interview with Mrs. Ebah)**. Pak Asep also felt the same thing, namely: *"I was invited by another father, I'm just an honorary teacher, my income is 200-300 thousand a month, I have 3 children who have to be sent to school, so after teaching I took part in making hats. Coincidentally, I also come from a family of hat craftsmen."* **(Personal Interview with Mr. Asep)**

From the statement above, the Bamboo Hat craftsmen realized that in their condition of not having work and economic limitations, they needed personal capacity and experience that could improve their standard of living so they joined the Bamboo Hat Community.

3. Control

Namely that men and women have equal opportunities to exercise control over the use of these resources. The results of the interview with Mr Oji, who works as a trader, are as follows *"Here, the position of ladies and gentlemen is the same, whether in production or finishing, many ladies produce at the beginning, such as taking bamboo from the tree with a machete, all the ladies are samson"* **(Personal interview with Mr. Oji)** The same thing said by Fatmah's mother: *"I was sent wherever I could, it didn't matter if I wanted to pick up the bamboo, I was used to holding a machete. "Sir, even the finishing part is usually done by the ladies and gentlemen."* **(Personal interview with Mrs. Fatmah)**

4. Benefit

Namely that men and women must both enjoy the results of resource use or development together and equally. In the results of the interview with Mrs. Rokayah and Mr. Djajang, regarding the benefits of community empowerment carried out by the Bamboo Hat Community for Bamboo Hat craftsmen. *"There you are, I got new knowledge like making Dutch hats, basically I have a lot of knowledge, Kang Agus is*

also patient in teaching me.”(Personal Interview with Mrs. Rokayah, Bamboo Hat Craftsman 2019). Mr Jajang felt the same way: “Even though I haven’t been here for a year, I can already feel the benefits, especially for myself, there are lots of lessons and experiences here. And can help the family even though it’s not much”(Personal Interview with Mr. Jajang)

- **Human Resource Productivity Results of Bamboo Hat Craftsmen After Joining the Tangerang Bamboo Hat Community**

According to Sutrisno (2009:104-105) “Productivity is very important for employees in the company. “With work productivity, it is hoped that work will be carried out efficiently and effectively, so that this is ultimately very necessary in achieving the goals that have been set.” To measure work productivity, an indicator is needed, namely as follows:

1. **Ability**

Have the ability to carry out tasks. An employee's ability really depends on the skills they have and their professionalism at work. This provides the power to complete the tasks assigned to them. Increasing the capabilities of the Bamboo Hat Community is a stage in the form of proficiency in skills so that initiative and innovative abilities are formed to lead to independence.

2. **Increasing the results achieved**

Striving to improve the results achieved. The result is something that can be felt by both those who do it and those who enjoy the results of the work. So, efforts are made to utilize work productivity for each person involved in a job

Income Before and After Bamboo Hat Craftsmen Join the Bamboo Hat Community

No	Before	After
Mrs. Ruqayah	No income	Income Rp. 50,000/day
Asah's mother	No income	Income Rp. 35,000 – Rp. 50,000 / day
Lia's mother	No income	Income Rp. 50,000/day
Eti Suhesti's mother	No Income	Income Rp. 40,000/day
Grandpa Andin	No Income	Income IDR 35,000/day
Asep Saepudin	Random	Rp. 1,800,000/month







Based on the income results above, it can be interpreted that every bamboo hat craftsman after joining can generate benefits both in knowledge and income. In the Bamboo Hat Community they get knowledge on how to make bamboo hats with various types of hats.

3. **Self-development**

Always develop yourself to improve your work abilities. Self-development can be done by looking at the challenges and hopes of what will be faced. The stronger the challenge, the more important it is to develop yourself. Likewise, the hope of becoming better will in turn greatly impact employees' desire to improve their abilities.

- **Bamboo Hat Making Process**




Making bamboo hats is a process that involves several steps and skills in processing bamboo. The following are the general steps in the process of making a bamboo hat










 <p>7. Bamboo is split according to size.</p>	 <p>8. Bamboo is split into thin blades.</p>	 <p>9. Wicker raw material blades.</p>
 <p>4. Streets child bamboo cut.</p>	 <p>5. Bamboo stems are cut into two parts.</p>	 <p>6. Dry the bamboo for 2-4 days according to the weather.</p>

The process

s for making bamboo hats can vary depending on the design and techniques used. However, the essence of the process is preparing the bamboo, shaping it, and assembling it to create a functional and aesthetic hat.

● **Bamboo Hat Weaving Process**

 <p>1. Bamboo blades that have been prepared as raw materials are cut into small pieces with a knife.</p>	 <p>2. Prepare 7 sections of bamboo blades that have been cut into a circular pattern.</p>	 <p>3. Weaving is formed into a flower.</p>
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 <p>4. After the weaving is formed, it is pulled together and then tied. This is called starting</p>	 <p>5. Then the circular pattern is added to the weft.</p>	 <p>6. Woven that has been tied. The ties use thin, twisted bamboo.</p>
 <p>7. The finished circular pattern is then added to the feed child.</p>	 <p>8. Feed children continue to be added until the desired size.</p>	 <p>9. Wet the matting with water to prevent it from blooming.</p>
 <p>10. When the wicker is to be patterned into wood, the wicker is overlapped with stones so that it does not shift.</p>	 <p>11. The webbing is tied to a wooden pattern so that the webbing can follow the pattern.</p>	 <p>12. After the woven material forms a cylinder according to the wood pattern, the woven material is transferred to the table for making hat leaves.</p>

4. Stop

Quality is the result of work that can show the quality of an employee's work. So improving quality aims to provide the best results which in turn will be very useful for the company and itself.



Quality in the context of empowering the bamboo hat making community refers to the level of quality, sustainability and positive impact produced by the community empowerment program or project. Quality can be measured through the quality of the bamboo hats produced by the community. This includes strength, durability, appearance, and the quality of the materials used in making the hat. Quality evaluation in empowering bamboo hat making communities is important to ensure that the program provides real and sustainable benefits for the communities served. This can also help the program continue to improve its quality over time.

5. Efficiency

Comparison between the results achieved with the overall resources used. Input and output are aspects of productivity that have a significant influence on bamboo hat craftsmen. This calculation is calculated based on factual field data. Of the total number of 2000 members, the author recorded 50 members, including:

No	No	Age	Gender	Profession
1	Lia Marlina	25 years	Woman	Housewife
2	Dewi Marini	27 years	Woman	Honorary teacher
3	Eti Suhesti	30 years	Woman	Agricultural Labor
4	Esi Sukaesi	32 years	Woman	Housewife
5	Lady Khadijah	33 years old	Woman	Housewife
6	Fatmah Aisyah	32 years	Woman	Housewife
7	Religion Aprilanti	22 years	Woman	Housewife
8	Ismah Okta	26 years	Woman	Trader
9	Nia Ramdani	20 years	Woman	Honorary teacher
10	Grandpa Andin	25 years	Woman	Housewife
11	Princess Rizkia	24 years old	Woman	Housewife
12	Agustinawati	26 years	Woman	Housewife
13	Princess Rizkia	32 years	Woman	Trader
Data was taken from members aged 20 to 35 years				
Male and Female				
14	Asep Saepudin	28 years	Man	Honorary teacher
15	Eman Sulaeman	30 years	Man	Trader
16	Pangestu Adji G	31 years	Man	Honorary teacher
17	Wawan Yusup	33 years old	Man	Honorary teacher
18	Djajang Sudrajat	27 years	Man	Trader
19	Entis Muhammad	29 years	Man	Self-employed
20	Rashid Ardi	28 years	Man	Freelance Officer
Data was taken from members aged 36 to 65 years				
21	Oji Gunawan	30 years	Man	Trader
22	Kurniawan	34 years old	Man	Honorary teacher
23	Suganda	65 years old	Man	Agricultural Labor

24	Kurniawan Cloud	28 years	Man	Honorary Employees
25	Edi Suharjo	30 years	Man	Trader
26	Aprianto	36 years old	Man	Honorary teacher
27	Irawan	57 years old	Man	Agricultural Labor
28	Muhammad Yani	55 years old	Man	Agricultural Labor
29	H. Iding	60 years old	Man	Retired
30	Aceng Mukti	45 years old	Man	Agricultural Labor
31	Be Great	48 years old	Man	Agricultural Labor
32	Tjandra Kawistra	50 years	Man	Trader
33	Darma Adji	44 years old	Man	Honorary Employees
34	H.Saprudin	58 years old	Man	Retired
35	Rukayah	45 years old	Woman	Housewife
36	Wati Mawati	40 years old	Woman	Housewife
37	Karwati	50 years	Woman	Housewife
38	Rodiyah	55 years old	Woman	Housewife
39	Ruined	57 years old	Woman	Housewife
40	Love it	60 years old	Woman	Housewife
41	Hindus	59 years old	Woman	Housewife
42	Shima	54 years old	Woman	Housewife
43	Murodiyah	45 years old	Woman	Housewife
44	Renah Suhernah	44 years old	Woman	Housewife
45	Entin Mawadah	39 years old	Woman	Housewife
46	Ratnawati	40 years old	Woman	Housewife
47	Hone	48 years old	Woman	Housewife
48	Tasliyah	54 years old	Woman	Housewife
49	A'am nurwati	50 years	Woman	Housewife
50	Aidah	52 years old	Woman	Housewife

Efficiency In the context of community empowerment productivity indicators refer to the extent to which the resources used in community empowerment programs or projects can be optimized to achieve the desired results. Efficiency measures the extent to which a program or project can achieve its goals using the least amount of resources possible. This can include resources such as time, budget, labor, materials, and so on.

Community empowerment productivity indicators that include efficiency may include various metrics, such as the ratio of output to input, appropriate use of resources, or other measurements that assess the extent to which a community empowerment program can achieve its goals efficiently. By monitoring and improving efficiency, community empowerment programs can be more effective in achieving desired results and maximizing their positive impact on the communities they serve.

- **Calculation of Production Productivity Efficiency**

Production Productivity Efficiency	
Standard Time	10 minutes
Total workforce	50 people are actively working
Working time	480 minutes daily
The output produced	2500 unit
$\begin{aligned} \text{Productivity (\%)} &= \frac{(\text{output} \times \text{standard time}) \times 100\%}{(\text{Number of workers} \times \text{working time})} \\ &= \frac{(2500 \text{ units} \times 10 \text{ minutes}) \times 100\%}{(50 \text{ workers} \times 480 \text{ minutes})} \\ &= \frac{(25.000)}{(24.000)} \times 100\% \\ &= 104,1 \% \end{aligned}$	

So the productivity achieved by the Bamboo Hat Community every day is 104.1%. Productivity is a very important benchmark for whether a company can carry out its production as efficiently as possible. Because the higher the level of productivity, the higher the work efficiency in production. In accordance with the expectations in the descriptive hypothesis, namely the productivity of bamboo hat craftsmen in Cikupa Village after attending training and becoming members of the Bamboo Hat Community is 80%. . After getting the data and processing it in calculating Production Productivity Efficiency.

The author concludes that the daily achievement of 104.1% within a week of the productivity of the Bamboo Hat Community in producing hats has exceeded the expectations of what is stated in this research hypothesis.

CONCLUSION

Based on the description and discussion regarding the Empowerment of the Creative Economy-Based Bamboo Hat Craftsmen Community on community productivity in Cikupa Village, Tangerang, which has been presented in the previous chapters, supported by existing field data and theory, the following conclusions can be drawn:

1. The Creative Economy of Woven Bamboo, especially bamboo hats in Cikupa Village, has apparently brought significant changes in the economic empowerment of the community.
2. "Topi Bambu Community Empowerment plays a role in increasing community productivity and creating jobs for the community in Cikupa Village, Tangerang Regency."
3. Based on the data that researchers collected in presenting the data, with this empowerment, community productivity is above 100% every day. The productivity achieved by the Bamboo Hat Community every day is 104.1%. Productivity is a very important benchmark for whether a company can carry out its production as efficiently as possible. Because the higher the level of productivity, the higher the work efficiency in production

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