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Community Empowerment Strategy Through The Development Of A Competitive Creative Economy In An Effort To Increase Family Income In Sme Shaza Depok

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Abstract : The purpose of this research is: 1) To know the implementation of community empowerment strategies through the development of a competitive creative economy in an effort to increase family income in SME Shaza Depok. 2) To know the success rate of community empowerment strategy through the development of a competitive creative economy in an effort to increase family income in SME Shaza Depok. The design of this study uses qualitative methods. The interview was conducted interviewing the owner and owner of SME Shaza. Observations are carried out to observe business activities directly, and documentation obtains data related to MSME Shaza products in the culinary field. Analyze this interactive model through 3 stages, namely data reduction, data presentation, and withdrawal of conclusions. The conclusion of the results of this discussion is as follows: 1) Community empowerment process activities held in Serua village and Pondok Petir, the potential possessed by the community by taking into account the social, cultural and economic aspects of the community, then the strategy of understanding to the community or family through socialist activities about the Prosperous Family Income Improvement Business that can be used to increase the income or income of the family. 2) Done by the first way community participation determines the interest or interest of the community to participate in the community empowerment program that wants to be carried out, this is so that efforts to increase family income in SME Shaza Depok encourage the people of Serua village and Pondok Petir village to be able to develop their potential and encourage the community to improve the economy in order to be able to lead to a prosperous family.

Keywords: Empowerment Strategy, Competitive Creative Economy

INTRODUCTION

Strategies in every way are used to achieve a set goal. Goals will not be easily achieved without strategy, because basically any action or action is inseparable from the strategy. That's why strategy is so important in community empowerment. In the form of community empowerment, it is absolutely enhanced the creation of conditions that can encourage people's ability to obtain and utilize economic, social, and political rights in order to improve the welfare and independence of society (Soetandyo Wignyosoebroto, 2005:75).

In the explanation of Law No. 20 of 2008 on UMKM, it is explained that Micro, Small, and Medium Enterprises are one of the main pillars of the national economy that must obtain

the main opportunities, support, protection and development as a form of firm impartiality to the people's economic business group, without ignoring the role of Big Business and State-Owned Enterprises. Community empowerment activities through UMKM are activities that have clear objectives and must be achieved. Therefore, every implementation of community empowerment needs to be based on a specific work strategy for its success to achieve its desired goals (Balqis, 2019). Community empowerment is an effort to empower people who are due to their incompetence both due to internal and external factors.

Community empowerment is a concept of economic development that encapsulates social values, and development is essentially a process that aims to improve the living standards or welfare of society (Soetomo, 2013:294). The purpose of community empowerment is to encourage the creation of the strength and ability of community institutions so that they are independently able to manage themselves based on the needs of the community itself, and be able to overcome the challenges of problems in the future (Sunartiningsih, 2004:50).

The development of UMKM also needs to be done because UMKM are a populist business that can withstand international economic fluctuations and be able to absorb labor even on a small scale (Hasan & Rizkiana, 2018). Competitive creative economic development is necessary in order to increase people's economic growth, especially in the midst of the current condusi. The growth of self-sustaining businesses in various sectors is very helpful to the government in efforts to improve the economic level of society and alleviate poverty. So it is not surprising that the existence of UMKM is seen as important in efforts to improve people's well-being and encourage creative economic development.

To support depok city government program in efforts to develop a competitive creative economy as stated in one of depok's mission, SHAZA An MSME located in the village located in Serua village and Pondok Petir Bojongsari District of Depok a business engaged in culinary, producing traditional food typical of West Java. Its existence as a business is built on the basis of this community empowerment effort and has stood for approximately seven years able to employ 131 employees. Innovation and creative economic development strategy carried out by the owner of MSME SHAZA in his business journey has produced a wide range of food products typical of family snacks that are able to be competitive and can be marketed not only around depok but also in all corners of the archipelago.

Shaza owner's commitment to community empowerment and desire to retain employees led SHAZA's management team to implement product development strategies and marketing strategies by building sales systems through Agents and Resellers. Cireng Crispy Sambel Rujak is shaza's signature menu that has been sucking attention and giving its own place in the hearts of its connoisseurs. So in 2018 the Depok City Government through the Office of Industry and Trade established Pondok Petir Village as an Industrial Food Cluster of Depok City. The Mayor of Depok, Mohammad Idris said depok city has increased in the economic rate of the community. MSMEs in Depok develop an independent and competitive creative industry economy. This has an impact on the per capita income of depok city people who increase in each year. (Radar Depok, 2020)

In line with the expectations of depok city government, in the course of MSME SHAZA continues to strategize by developing innovations of processed products ranging from the production of Aneka Cireng Crispy sambel rujak, Cilok, Donuts, Banana chocolate to more than 30 variants of products produced so as to suck the workforce of hundreds of people. It aims to increase revenue. Because income level is one of the goals of the establishment of a business. With that revenue means a business is still running and worth maintaining even though there are actually some other things besides income that can be considered to continue a business.

The desire of SHAZA UMKM Business Owners to be able to empower the community in an effort to increase family income must be supported by the right strategy and sustainable business development.

Income levels are still a major factor in a society's well-being. The development of people's income levels can be seen from the level of income per capita or the average income per population. The inequality is reflected by the increasing income of families in the

sense of not being in the class (poverty). The income itself is the amount of income received by the population for its work performance over a given period, whether daily, weekly, monthly or yearly.

Shaza Depok's UKM problem based on creative economy in this research lies in human resources, capital, and mastery of modern technology. The current picture of the business climate of SME Shaza Depok, seen from empowerment opportunities from time to time and from place to place has not indicated the amount of hope in the business group to support the development of creative economy that can be competitive with other SMEs seen from the increase in family income in shaza Depok SME environment. This also resulted in SME Shaza Depok not being able to provide a special pattern for the development of culinary products. The quality of human resources of SME actors Shaza Depok is still many who do not have a broad and modern view, especially in terms of management and improving the quality of products and business development.

LITERATURE REVIEW

Community Empowerment

Empowerment according to Sedarmayanti (in Rahmadanik et al., 2014) is a process that requires thorough planning, deep thinking about monitoring mechanisms, and continuous improvement. While according to Faharuddin (2012:18) Empowerment is an effort to help the community to be more empowered by giving power, strength or ability to the weak community in increasing those resources so as to increase the ability to utilize the potential owned independently.

Sumaryadi researchers (2005:11), community empowerment is "an effort to prepare the community in line with the step of strengthening the institutional community so that they are able to realize progress, self-reliance, and well-being in a sustainable social justice atmosphere". An excerpt by Abu Huraerah (2008:87) says that: "community empowerment is a process in the frame of efforts to strengthen what is commonly called community self-reliance or self-reliance. In this process the community is accompanied to make an analysis of the problems faced, helped to find alternative solutions to the problem, and shown strategies utilizing various abilities that have."

Soetomo's opinion (2011:22) states that "community empowerment is an approach that provides opportunity, greater authority to the community, especially the local community to manage the development process."

Furthermore, Eddy's opinion (in Zubaedi, 2013:24), the empowering of the community is an effort to increase the dignity and dignity of the people who are in poor condition, so that they can escape the trap of poverty and retardation.

Creative Economic Development

According to Sukirno (2002), economic development is a process that causes the real per capita income of the population of a society to increase in the long term. While the creative economy is essentially an economic activity that prioritizes creativity thinking to create something new and different that has value and is commercial. The following was put forward by UNCTAD in creative economy report, (2008:3).

The creative economy has a keyword, which is the word 'creative' itself. From the age of enlightenment to the modern era with its industrialization, to entering the digital age today, the understanding of the creative process and its role in societal life continues to evolve. (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2014:9)

Creative economy businesses are generally micro, small, and medium enterprises (MSMEs) that are income gathering or businesses that only raise revenue. Characteristics of creative economy business include: (1) family-owned enterprises, (2) technology used is still relatively simple, (3) the quality of human resources is relatively low, (4) lacks bankable access to capital, and (5) there is no separation of business capital with personal needs.

The government's strategy in the development of MSMEs in the long term aims to increase the potential and active participation. MSMEs in the national development process, especially in economic activities in order to realize the equalization of development through the expansion of employment and the increase in income.

The creative economy has a keyword that is the creative word itself. That man is able to produce creative work in his work is certainly not a new idea. From the age of enlightenment to the modern era with its industrialization to the entry into the digital age today, the understanding of the creative process and its role in societal life continues to evolve (Pangestu and Nirwandar, 2014:9). Human art and culture have grown since the beginning of civilization and the rapid development in its important role in various milestones of human civilization in the past. However, the dissingena of the creative economy from modern times, namely in the enlightenment era as the origin of modern world thinking until the 21st century today.

Competitiveness

Regulation of the Minister of National Education No. 41 of 2007 in Afriyani (2011:11) on process standards, defining competitiveness is the ability to show better, faster or more meaningful results. The capabilities in question are the ability to strengthen its market share, the ability to connect with its environment, the ability to improve relentless performance, the ability to enforce profitable positions. By using performance or looking at certain indicators as a reference, it can be measured the level of strength and weakness of a competitiveness.

Porter (2008:292) defines competitiveness as "the ability or excellence used to compete in a particular market. While according to Frinces (2011:60), competitiveness is defined as strength or capability and excellence built from the potential and resources that come from inside and outside the organization in a planned and systematic manner to fight against the presence of latent or real potential to interfere, shift, fight and or annihilate the position, existence and existence of the parties to be matched. Competitiveness is determined by a company's competitive advantage and depends heavily on the relative level of resources it has or we commonly call competitive advantage. There are 4 (four) strategic indicators to improve competitiveness capabilities, among others: Individual Technical Expertise, Business Model and Strategy, Technological and Innovation Capabilities, Marketing Capabilities (Asmara and Rahayu, 2013).

Family Income

In the English dictionary the income is the result of work (business or so on). While the income in the management dictionary is money received by individuals, companies and other organizations in the form of wages, salaries, rent, interest, commissions, fees and profits (Marbun, 2003). Income is the amount of income received by members of the public for a certain period of time in return for the production factors they contribute in participating in the form of national products (Suparyanto, 2014).

According to Muttaqim (2014) Income is an acceptance for a person or group from the proceeds of donations, both energy and thoughts poured in so that it will get remunerated.

According to Sunuharjo (in Suparyanto 2014) there are 3 categories of income namely: a) Income in the form of money i.e. all income in the form of money that is regular and received usually in return for merit or counter achievement, b) Income in the form of goods is all income that is regular and ordinary, but always in the form of remuneratim and received in the form of goods and services, c) Income that is not income is all income that is redistributive transfer and usually makes changes in household finances.

According to Subandi (in Made Gunarsih, et al. 2013), family income is defined as income earned from all working members both from agriculture and from outside agriculture. Variations in income donations can occur due to the number of working household members and donations to households.

MSMEs (Small and Medium Enterprises)

Small business is a stand-alone productive economic enterprise, conducted by an individual or business entity that is openly a subsidiary or not a subsidiary owned, controlled or a part, directly or indirectly, of a medium or large business that meets the criteria of small business as referred to in the Law (Tambunan, 2009)

UMKM is a stand-alone productive business unit, conducted by individuals or business entities in all sectors of the economy. In principle, the distinction between Micro enterprises, Small Businesses, Medium Enterprises, and Large Businesses is generally based on the value of initial assets (excluding land and buildings), average turnover per year, or the number of permanent workers. But the definition of UMKM based on these three measuring instruments differs by country. Therefore, it is difficult to compare the importance or role of MSMEs between countries (Tambunan, 2009).

METHODS

This research took place at SME SHAZA located in Serua village and Pondok Petir Bojongsari sub-district of Depok. The design of this study uses a descriptive approach with qualitative methods. Qualitative data is data in kind, with data presented in the form of words containing meanings (Noor, 2014:13). This approach is to seek the relationship of a situation by paying attention to all aspects that are able to describe a situation/event in real time that is able to provide the information needed.

This data is data obtained from observations made by researchers in the field by conducting in-depth interviews with informants and other vital research subjects related to the target of the study. In collecting data for the benefit of this study, researchers used a wide range of methods. Here's the method used:

1. Interview

In this study, the interview activity was conducted with a type of in-depth interview. By conducting in-depth interviews, researchers want to get more specific and detailed data and information. The interview was conducted by interviewing the owner, management and employees at SME Shaza.

2. Observation

This method is the process of directly observing subjects and research objects directly. Observations are carried out to directly observe business activities, and documentation is used complementary to obtain data as information material in the form of data related to MSME Shaza products in the culinary field.

Data collection performs through interviews, observations and documentation. Research instruments there are researchers themselves, interview guidelines and field records. Data analysis using Miles and Hubberman's Interactive Model in Sugiyono (2013:247). Analyze this interactive model through 3 stages, namely data reduction, data presentation, and withdrawal of conclusions.

RESULTS AND DISCUSSION

Implementation of Community Empowerment Strategy through Competitive Creative Economic Development in Effort to Increase Family Income in SME Shaza Depok

Utilization in the empowerment of human resources or community in the development of creative economy is very potential for business progress and economic growth. About SME Shaza Depok is the production of culinary fields such as products that become Various Cireng Crispy sambel rujak, Cilok, Donuts, Banana chocolate or other types of food that become a characteristic of traditional West Java. Training the community in the creation of such ies so that it becomes something new, training masyarakat to innovate utilizing the potential can create a wider and profitable market so as to help achieve community independence through the creative efforts of the local community.

With the presence of community ideas to bring something new in the village, then this is a community success. The skills of the community to manage existing businesses can be said to be capable. The process of community empowerment implemented in Serua village

and Pondok Petir, is in accordance with the potential of the community by taking into account the social, cultural and economic aspects of the community. This is in accordance with the expressed by the owner of SME Shaza Depok said that:

“Currently one of the seriousness in building creativity of creative economic actors and fostering creative economy is to create a unit of regional devices called culinary and creative economy of Depok city”.

Depok city selection as one of the locations of family income is because indeed in the culinary field has had a potential business to develop, so in empowering will be easier because the community has had basic skills especially the manufacture of Various Cireng Crispy sambel rujak, Cilok, Donuts, Banana chocolate or other types of food.

Shaza Depok's SME creative economic development plan is a medium-term development plan that is a response to the dynamics of creative economic development that shows its great potential not only for the economic growth of the Indonesian nation but also has a role in cultural preservation and also has a positive impact on the social and environmental aspects.

There are several directives or development stipulated to the family income group in depok city located in Serua village and Pondok Petir the form of training is the improvement of skills, improvement of product quality, and various other directions or training. This training is given to family or community income groups so that the entrepreneurial spirit is higher and can innovate in the midst of competition, which is later expected to be able to be independent and able to manage the business they run then lead to family welfare.

The purpose of this training is to make the family income know and be able to handle products that are quality and acceptable to consumers, quality not only in terms of taste but in terms of health that is ingredients, as well as the determination of affordable prices of buyers. On the income of families located in depok city the stage of bathing has begun to be enacted looking at the development of this creative economy that is increasingly advanced and increasingly able to increase the income of families.

But in terms of the independence of members in the group that is in SME Shaza Depok is not yet running, meaning the group members have not had the courage to open their own businesses still dependent on business groups / companies in an effort to increase family income today so that this is still a PR for efforts to try to established the group members as a whole in encouraging the community to improve the economy in its region and encourage the potential and spirit of work in the form of community empowerment to be more effective in the income of prosperous families so that what is done equally profitable.

Success Rate of Community Empowerment Strategy through Competitive Creative Economic Development in Efforts to Increase Family Income in SME Shaza Depok

The success rate in this program can be measured from several factors, including first in community participation determining the interest or interest of the community to participate (participate and engage) in the community empowerment program that wants to be run. But the fact is that in the community empowerment program through the development of a competitive creative economy in an effort to increase family income, it shows the lack of public view of the success of competitiveness of the family income improvement program and assumes that the income from the program will not be able to meet the basic needs of the family, in the sense that the income will be earned less so that they survive with the current livelihood.

Secondly in economic and creative business activities it is micro-enterprises and macro businesses, it will discuss about the income earned from such business activities. Not all of the proceeds from business activities are profitable but some are at a loss. Similarly, efforts to increase their family income produce culinary businesses such as Cireng Crispy sambel rujak, Cilok, Donuts, Banana chocolate or other types of food. The revenue ed from the culinary business production business is quite a big profit.

Efforts to increase family income in terms of managing business and production procedures have been very good, with the help of the right marketing strategy which is to cooperate with the markets in depok city and government agencies. Not only that, Cireng

Crispy production has efforts to increase family income has also expanded out of the city or district that has ordered sales due to the huge interest and demand.

Third in economic competitiveness is utilizing the strengths and opportunities that SME Shaza Depok has such as maintaining product prices, maintaining product quality, establishing mutually beneficial cooperation to expand the marketing area of the strategy. As for dealing with threats from competitors that may be faced, among others is to continue to innovate on the form and taste of the strategy products mentioned. All factors in the development of the creative economy for efforts to improve competitiveness of course must be complemented by making changes in packaging design can certainly attract more consumers, this shows maintaining quality, constantly innovating in the form of design and taste, as well as utilizing social media as a means to promote, expand the market and attract consumers.

The four better quality of life of the community is an indicator of a prosperous society, because it has included increasing family income, adequate consumption or expenditure of the family, good housing conditions, adequate housing facilities, good health of family members, ease of obtaining health services, ease of entering children's education tiers, and finally the ease of obtaining transportation facilities. If all these aspects have been filled by a family then the family can already be said to be a prosperous family. If the family income is insufficient then the community always has the need to work, this then the effort to increase the family income in SME Shaza Depok is to encourage the community of serua village and Pondok Petir village to be able to develop their potential in accordance with the potential of owned and encourage the community to be able to improve the economy in order to be able to go to k

CONCLUSIONS

The result of this Research are:

1. Community empowerment process activities held in Serua village and Pondok Petir, are in accordance with the potential of the community by taking into account the social aspects, culture and economy of the community, but in terms of the independence of members in the group that is in SME Shaza Depok is not yet running, meaning the group members have not had the courage to open their own businesses still dependent on business groups / companies in an effort to increase family income today so that this is still a PR for efforts to try to established the group members as a whole in encouraging the community to improve the economy in its region and encourage the potential and spirit of work in the form of community empowerment to be more effective in the income of prosperous families so that what is done equally profitable. The community empowerment stage is intended so that if something is not right or if something needs to be improved can be directed back, although in this stage the members still can not or venture to stand up themselves or still depend on their group's efforts, then the strategy of providing understanding to the community or family through socialist activities about the Prosperous Family Income Improvement Business (UPPKS) that can be used as an alternative in adding income or income to the family.
2. 2. Done by the first way community participation determines the interest or interest of the community to participate (play and engage) in the community empowerment program that wants to be run, it shows the lack of public view that the income from the program will not be able to meet the basic needs of the family, in the sense that the income will be earned a little so that they persist with the current livelihood. Secondly in economic and creative business activities it is micro-enterprises and macro businesses, not all the results of business activities experience profit but some are experiencing losses. The revenue from the culinary business production business is quite a big profit, this is because Cireng Crispy production has efforts to increase the income of families have also expanded out of the city or district that has ordered sales because of the interest and demand is very much. Third in the competitiveness of the economy is utilizing the strength and opportunities that SME Shaza Depok has for efforts to increase

competitiveness of course must be equipped one of them by making changes to packaging design can certainly attract more consumers, this shows maintaining quality, continuing to innovate in the form of design and taste, as well as utilizing social media as a means to promote, expand the market and attract consumers. The four quality of life of the community is better, but if the family income is insufficient then the community always has the need to work, this then the effort to increase the family income in SME Shaza Depok is to encourage the community of serua village and Pondok Petir village to be able to develop their potential in accordance with the potential of owned and encourage the community to be able to improve the economy in order to be able to lead to a prosperous family.

In the closing chapter, the author tries to provide suggestions that may be useful to the company. The suggestions are as follows::

1. The owner or owner should introduce Shaza Depok's small business to the wider community, not only introduce its production to the villagers of Serua and Pondok Benda villages.
2. The family income improvement program needs to be more noticed because this program is very positive to increase the family income and bring to economic welfare, then the number of SME Shaza Depok officers who are in every depok city especially in Serua village and Pondok Benda village must be added so that the family empowerment process can run properly and the success rate can be achieved.
3. It is hoped that SME Shaza Depok can increase its competitiveness by establishing mutually beneficial cooperation, expanding the marketing area. Maintain quality, continue to innovate in the form of design and taste, utilize social media as a means to promote, expand the market and attract consumers.
4. In empowering youth through creative economy it is recommended to SME Shaza Depok to provide awareness of the importance of entrepreneurship, provide creative and innovative training by looking at increasingly advanced technology and utilizing the potential of local wisdom. Providing access to jobs to youth and society, so that creative workers can develop in the field of creative economy that contributes directly to their own area through the production of culinary food in SME Shaza Depok.

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