



## Creative Industry Development Strategy for Home Culinary Businesses

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### Article Info

**DOI:**

<https://doi.org/10.33050/sabda.v2i2.302>

**Article history:**

**Notifications Author**

10 February 2023

**Final Revised**

21 July 2023

**Published**

04 August 2023

**Keywords:**

Startups  
Beginners  
Family Income  
Empowerment  
Culinary Business  
Creative Industry

### ABSTRACT

By relying on ideas and knowledge from human resources as the main key in driving economic activity, economic activity is required to intensify information and creativity to support the flow of creative industries. Because they control and oversee family finances, housewives are usually important members of society. Due to various constraints, such as family finances, caring for the family at home, etc., housewives cannot fully realize their ability to support the family's economy. However, there are problems, especially the dynamics of the world economy that are constantly changing, which also have an impact on Indonesia, which is also experiencing an economic crisis. In addition, this has an impact on uncertain and unpredictable market conditions. Even though people's purchasing power has fluctuated, this industry continues to thrive and even seems to be growing. The Industrial Revolution 4.0 which led to advances in science and technology and changed human perceptions of life, also had an impact on world economic development. The purpose of this research is to expand the business of housewives so they can build an independent society.

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### 1. INTRODUCTION

The public is currently very interested in starting home enterprises, especially young people, adults, and kids. This is because you may continue to manage your business from home while still carrying out your motherly duties, they don't demand a lot of capital, and they can help you make more money[1].

Henri Kasyfi Somerton, Secretary General of APJII, outlined the key findings of the 2019–2020 survey of Indonesian Internet Users. According to him, "the penetration of internet users in Indonesia is currently 73.7 percent, up from 64.8 percent in 2018[2]."

In 2019, Indonesia's population is expected to reach 266,911,900 million, according to forecasts by the Central Statistics Agency (BPS) and the APJII Secretary General, meaning that there will be an estimated 196.7 million internet users in Indonesia[3]. This amount has climbed from 171 million in 2019, when there were around 25.5 million users, for a penetration of 73.7 percent. "We increased by 21 million last year and by 25.5 million this year," he stated[4].

The correct environment and circumstances must also exist in order for the good or service to be delivered[5]. Naturally, a business in a prominent location will draw a lot of attention and make it simpler to introduce and promote new firms[6]. Although many individuals use it as a secondary or supplemental source of income, other people utilize it as their main source of income. Nevertheless, a number of their measures haven't been able to boost their economy[7]. The household sector participants still know very little about the things they have done[8].

Additionally, because they are unaware of the advantages of the internet and think the advantages do not outweigh the costs incurred, players in the home industry still do not understand the significance of the internet in assisting commercial activities and the use of information technology in marketing their products[9]. Partners' issues include:

- (1) A lack of grasp of the housing industry[10].
- (2) Lack of understanding among participants in the home sector of the significance of the internet in facilitating commercial activity
- (3) Inability to effectively market products developed with the use of the internet. Through the use of information technology to market the products they make; people can become economically independent thanks to the program's goal of increasing the understanding of those involved in the home industry about home industry operations[11].

## **2. LITERATURE REVIEW**

Henri Kasyfi Somerton, Secretary General of APJII, outlined the key findings of the 2019–2020 survey of Indonesian Internet Users[12]. According to him, "the penetration of internet users in Indonesia is currently 73.7 percent [14], up from 64.8 percent in 2018"[13]. The Central Statistics Agency (BPS) estimates that Indonesia's population would be 266,911,900 million in 2019, which translates to an expected 196.7 million internet users in Indonesia, according to the Secretary General of APJII[14]. This amount has climbed from 171 million in 2019, when there were around 25.5 million users, for a penetration of 73.7 percent. "We increased by 21 million last year, and by 25.5 million this year, he remarked[15].

## **3. METHOD**

Based on data from interviews and personal observation, communities willing to work together[16]. One of the biggest barriers to entrepreneurship is the lack of public awareness of how to find business possibilities using information technology in the digital era, where people from all walks of life utilize their cellphones as a source of information[17]. The following are the remedies offered for the issue with anticipation discovered: Information sharing regarding the usage of internet, mobile devices, and social media as a source of revenue and commercial potential. If you know the appropriate keywords to use to get the information you're looking for, explaining how to utilize websites, smartphones, and social media is a sort of outreach that may be done effortlessly[18]. Increasing understanding of its importance Learn about chances and internet business in its early phases as a business opportunity for newcomers or MSMEs who are just establishing a business[19]. Techniques

for performing actions one of the participants in this socialization was a lecturer in the informatics and information systems program at the faculty of science and technology of the University of Ubudiyah Indonesia. The community reacted to this act of community service with great excitement[20]. By posing questions and receiving responses, the environment engages[21]. This is carried out to foster communication and build trust[22]. Many people who are not yet entirely computer knowledgeable find it challenging to comprehend how to use online media effectively[23]. Find out more about the potential size of the digital acting industry[24]. Through this activity, professors from the Faculty of Computer Science at the University of Ubudiyah Indonesia assist the implementation of higher education tridharma. This act of community service was performed on Friday, October 28, 2021 from 9:00 to 12:00 WIB at UBONTV, University of Ubudiyah Indonesia. There were 150 participants in all for this exercise[25].

#### **4. RESULTS AND DISCUSSION**

In 2016, 132 million of Indonesia's 250 million people used the internet. It is a possibility or online business opportunity; however, it is only used sometimes and on social media. In terms of Internet users, Indonesia is ranked sixth in the world, and based on user growth and development, it is predicted that this number will rise annually[26]. Consideration of potential investors is necessary before starting a business[27]. The actor's actual physical actions diverge greatly from the apparent objective of using the Internet to sway potential business owners' behavior[28]. There are substantial disparities in terms of resources, geography, and items on the commercial side[29].

The many types of physical stores and the characteristics of online stores differ from one another; thus, it is required to perform numerous calculations for important needs while taking into account various elements like the store license and the primary product(s) exchanged[30]. If internet enterprises are not restricted by tight capital rules, the majority of newcomers and digital business players do not require as much cash as traditional corporations. The finance options for online enterprises become increasingly versatile depending on the talent of the business owner. Digital trading accepts investments of any size. The greatest option for your needs is a startup because many young people utilize the internet but have little business expertise and little money.

Having a strong understanding of information technology is one of the criteria. Due to the difficulty in obtaining financing once a corporation is established, location is almost as crucial as capital. Corporate form traditions struggle to endure and flourish as a result of the sales process and the need for production space. Very little room is necessary for this type of online business. only needs to display the seller's provided product images.

The developing digital entrepreneurs of today offer a wide range of goods and services, despite the fact that they do not have a single location to do so. This benefit ought to be accessible to young people in this field who have many creative and new ideas. Products are an additional factor. In today's cutthroat digital environment, a variety of businesses are growing. Innovativeness and product concepts must be able to draw clients who demand comfort and prompt service. For instance, the Gojek app, which was introduced to Indonesians a few years ago, was successful in gaining their favor and promoting a more modern take on the nation's traditional ojek transportation.

The Gojek app's capacity to provide consumers with quick service is a sign of how practical the app is. The fact that this service provides delivery options, such as Go food, which enables clients to order food without having to make a purchase, in addition to transportation makes it innovative. All of these advantages have changed how we perceive and approach online business.

All age groups will certainly benefit from online commerce's promotion of technological literacy and increased business inventiveness. Many users of technology and gadgets are of working age, especially those who are 20 or older, and one benchmark for

economic players is education. prospects in an era of economic prosperity that seizes several commercial chances. More than 80 million internet users, or 62% of all internet users, make purchases online, according to data from an APJII research from 2016. This information gives digital businesses the opportunity to launch operations right away.

A number of digital business prospects have not been realized as a result of many problems, such as business people's lack of understanding of information technology, business creativity and innovation, as well as digital firm management and strategy. Although all of these professions are conversant with information technology, they are nevertheless frequently employed by teenagers who are unable to take meaningful action because they have not yet developed the ambition to launch their own firm. The topic of expertise in seeking business opportunities is one that requires consideration for young entrepreneurs who still lack entrepreneurial knowledge and experience.

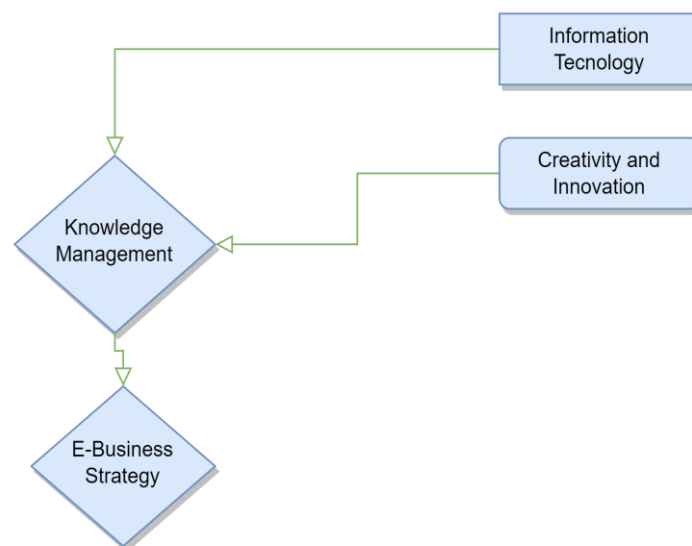


Figure 1. Business people's of understanding

#### **4.1. Household Industry Sector Materials**

##### **1) Home Industry**

Home industries are productive businesses owned by people and/or individual business entities that meet the requirements for microenterprises as set forth in this legislation, according to Law of the Republic of Indonesia No. 20 of 2008, Article 1. Hayman's (2007: 17) (2007: 17) "Home industry is the economic activity of the people" P-ISSN 2614-7424 | E-ISSN 2614-8927 DYNAMIC - Journal of Community Service, Volume 3, Special Issue, June 2019, p. 110–116 Insofar as it hasn't been registered, hasn't been registered, and hasn't been a legal body, 112 is modest, conventional, and informal in nature. Therefore, it can be inferred from the many definitions given above that home businesses are enterprises situated at homes and run by family members or a member of the family.

##### **2) Characteristics of Home Industry**

Subanar characteristics of the home industry, namely,

- a. Extractive industries that tend to use semi-finished goods into finished goods,

- b. Industries that are grouped into industries with a workforce of 1-19 people. The limit on the number of workers is related to the complexity of the organization if the number of workers is increasing which also requires financing.
- c. Industries that are not dependent on certain conditions such as raw materials, markets and labor, because the need for labor is small. Managerial management, low technology and no need for skilled workforce make the character of this industry independent of location requirements. In the sense that the location of small industries and households is very flexible.
- d. Industries that use semi-finished goods into finished goods. This is influenced by the level of ease of processing compared to medium and large industries.
- e. Home industry including light industry. In this case, in terms of the goods produced, they are simple, uncomplicated goods and do not require complicated processes and high technology.
- f. Most home industry owners are middle to lower class people who do not have the capital and assets to get help from banks, so that the capital system is self-sustaining/self-funding.
- g. Viewed from the management subject, home industry is an industry that is owned by the private sector (the people) with a simple management system, and h) From a management perspective, this industry is an industry that has a simple management structure and financial system. This is because this industry is more familial in nature.

#### **4.2 Advantages of the Home Industry**

Home-based businesses have advantages and play a variety of functions, including the following:

- a. The Home Industry as a Family's Alternative Source of Income Since it is a part-time enterprise, this household economic activity contributes to the family's increased income.
- b. The Home Industry Has a Chance to Lower the Poverty Rate Home industry can assist lower unemployment and poverty rates because its economic operations indirectly create jobs for family members and nearby neighbors.

Material on the use of the Internet in supporting business activities

#### **4.3 Benefits of the Internet**

The following are the benefits and functions of the internet for people who use it:

- Resources
- As a business medium
- As a social network

#### **4.4 Utilization and benefits of the Internet as a business medium:**

- a. Create a base for clients or customers.
- b. Product and market analysis.
- c. Expert advice and assistance in the field.
- d. Labor recruitment and job vacancy providers.
- e. Access to information and dissemination of information.
- f. Fast communication and low-cost document delivery.
- g. New business opportunities.

#### **4.5 How to Promote using the internet**

Here are some online product marketing strategies to increase sales that you can try:

### **1. Social media promotion of products**

Facebook status, fans pages, and Facebook advertisements are all methods for utilizing Facebook to market things (paid).



Figure 2. Products Catalog

### **2. Product photo**

Product photos are also very important, because when we buy a product, we must look at the picture that is already written, look for a good photo angle like in picture 1.1 Starting a company requires the consideration of potential investors. The actor's actual physical efforts are very different from the apparent goal of using the Internet to influence the behavior of potential business owners. On the business side, there are clear differences in terms of resources, geography and goods.

There are differences between the various types of physical stores and the characteristics of online stores, and it is necessary to do a lot of calculations for significant needs taking into account various factors such as the store license and the main product/products exchanged. Most beginners and digital business players do not need as much capital as traditional corporations if online businesses are not constrained by strict capital regulations. Depending on the talent of the business owner, the funding available for online businesses becomes more flexible.

Any amount of capital can be invested in digital trading. A startup is the best choice for your needs as there are many young internet users with little company experience and minimal funds. One of the requirements is the mastery of information technology skills. Location is almost as important as capital because it is difficult to obtain once the business is established. Due to the sales process and demand for production space, corporate form traditions struggle to survive and thrive. This kind of online business requires very little space. Only requires a display of product photos provided by the seller.

Even if they don't have a single location to launch their products and services, today's burgeoning digital entrepreneurs provide a wide variety. Young people with lots of innovative ideas and creativity in this sector should be able to take advantage of this advantage. Products are another aspect. There are many types of startups thriving in today's competitive digital world. Inventiveness and product ideas must be able to attract customers who seek convenience and fast service. For example, the Gojek app, launched for Indonesians a few years ago, managed to win over them and promote a more contemporary version of the country's traditional ojek transportation.

The ability of the Gojek application to offer fast and fast service to users is a reflection of how convenient the application is. This service is innovative in that it offers

more than just transportation; they also offer delivery services, such as go food, that allow customers to order food without having to make a purchase. The way we view and think about online business has evolved as a result of all these benefits. Online commerce is likely to foster greater corporate creativity and promote technology literacy across all age groups. Many consumers of technology and gadgets are of productive age, especially those aged 20 and over, and education is one of the criteria used as a standard for economic actors. Prospects in a prosperous era that captures several business opportunities. Data from a 2016 APJII study shows that 62% of internet users, or more than 80 million people, make purchases online. This information offers the potential for digital companies to start operations now. Due to various factors, including the lack of understanding of business people on information technology, business creativity and innovation, as well as digital company management and strategy, a number of digital business opportunities have not been realized.

All of these fields are already familiar with information technology, but are still widely used by teenagers who have not been able to take meaningful action because the desire to start their own business has not yet been formed. One element that needs to be considered by young entrepreneurs who still lack entrepreneurial knowledge and experience is the aspect of knowledge in seeking company prospects.

## **5. CONCLUSION**

The purpose of this research is to expand the business of housewives so they can build an independent society. This has an impact on uncertain and unpredictable market conditions. Even though people's purchasing power has fluctuated, this industry continues to thrive and even seems to be growing. The Industrial Revolution 4.0 which led to advances in science and technology and changed human perceptions of life, also had an impact on world economic development. The purpose of this research is to expand the business of housewives so they can build an independent society. However, there are problems, especially the dynamics of the world economy that are constantly changing, which also have an impact on Indonesia, which is also experiencing an economic crisis.

## **ACKNOWLEDGEMENTS**

We thank University of Raharja, especially the Alphabet Incubator, which has helped complete this research.
















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