



Creating Creative Industry Through Patches Using Sospeso Techniques

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Abstract: This service activity aims to provide skills and creative ideas to the community in Rejosari RW 03, Benowo Village, Pakal District, Surabaya, by utilizing patchwork waste into items of economic value so that it is expected to be able to produce home industry that can increase family income. This community service activity used the Participatory Action Research (PAR) method. Through the sospeso technique, the remnants of cloth that should be thrown away could be processed into handicrafts that have economic value and become potential for creative industries. The evaluation was carried out during the training process through the involvement and abilities of the participants while post-training through the level of completion of the material that was evaluated by observing and examining the work as well as giving a question-and-answer questionnaire. The results of this service activity provided creative ideas to housewives of Rejosari RW 03 by utilizing patchwork waste into sospeso products that decorated and beautified the appearance of bags, wallets, sandals, and other household items. The brooch could improve the skills of housewives, increase family income and maintain a clean environment, and increase value (product selling value).

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Introduction

A fictional character named John Howkins, who also penned a book titled "Creative Economy: How People Make Money from Ideas," is credited as being the first to use the term "creative economy." According to what John Howkins discovered, a creative economy is a form of economic activity in which both the input and the result are ideas (Hamsani & Khairiyansyah, 2018). The creative industry is an industry that relies on abilities, skills, and creativity, which are fundamental components of every individual. It means that the creative industry is an industry that relies on individuals. Creativity, technical proficiency, and abilities are the primary components of the creative industry. These aspects can raise welfare through the giving of intellectual works (Alexandri et al., 2019). In this case, it has been determined that the model for developing a creative economy is an excellent choice for use with micro, small, and medium-sized enterprises in Indonesia. The creative economy has the potential to make a substantial contribution to Indonesia's economy since it fosters a favorable environment for business, improves the image and identity of the nation, raises the country's competitive advantage, and has a good impact on society. (Report on Five Provincial Development in 2010-2016 by the Creative Economy Agency (BEKRAF) According to the Business Field) (Hamsani & Khairiyansyah, 2018).



The creative industry that has developed recently has significantly contributed to the Indonesian economy. The creative economy's contribution to the gross domestic product reached 7.28% (2017 Bekraf data). Many benefits can be felt with the growth of the creative industry, including opening up new jobs, increasing economic growth, innovations growing fast, and people being demanded to be more creative. Creative industries encourage people to form new SMEs that sell the products of their skilled hands. In 2019, the ministry of cooperatives and SMEs recorded that the types of micro, small and medium enterprises (MSMEs) developed by the community reached 65.47 million units. This number increased by 1.98% from 2018. Based on data on the number of business units in Indonesia, the number of MSMEs reached 99.99%, while large-scale businesses were only 0.01% or as many as 5,637 units. The increase in the types of micro, small and medium enterprises can be seen in the following graph.

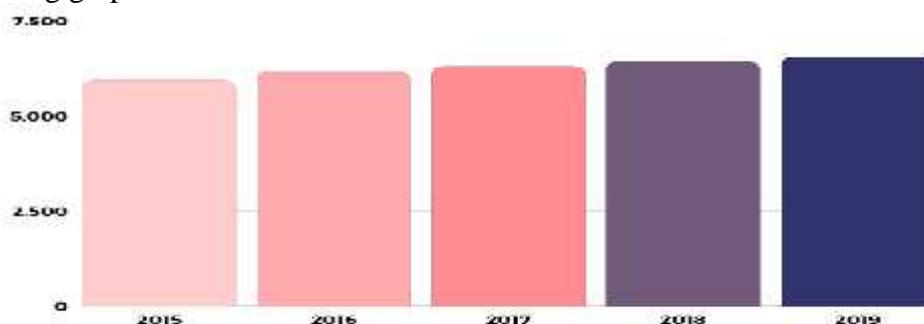


Figure 1. Graph of SMEs in Indonesia by Kemenkop UKM

More and more MSME actors in Indonesia show that handicraft-based businesses are increasingly in demand by the public (Mahdi, 2022). The raw materials used to make these arts and crafts vary in natural and artificial materials, as well as new materials or unused materials such as patchwork. Often called cloth waste, patchwork can be processed into handicraft products with use, aesthetics, and high economic value. Often called cloth waste, patchwork can be processed into handicraft products with use, aesthetics, and high economic value (Munir et al., 2021). There have been many coaching that academics have carried out to utilize this patchwork waste, including the manufacture of masks and mask connectors (Indah et al., 2022); bags, wallets, and pouches (Faizah et al., 2022); doormats (Arifa et al., 2022); and pillow dolls (Rosdiana et al., 2018).

On the other hand, the city of Surabaya recorded 383,208 families consisting of 1,085,588 people belonging to the low-income community (MBR) (Liputan6.com, 2022). The percentage of MBR is more than 30 percent of the population of Surabaya City residents. The Covid-19 pandemic's attack triggers an increase in poor people and MBR (Harto, 2022). The pandemic has resulted in the cessation of the socio-economic sector due to forced restrictions on activities. This is also felt by the residents of Rejosari RW 03, Benowo Village, Pakal District, Surabaya, many of whom have become victims of Termination of Employment (PHK) due to the Covid-19 pandemic, so they have lost their jobs. In Rejosari RW 03, Benowo Village, Pakal Subdistrict, Surabaya, it was also found that many convection businesses and the remaining fabric waste produced so far have yet to be appropriately used. The rest will be disposed of or burned. Patchwork waste that is allowed to accumulate and then is burned can become environmental pollution because it causes smoke and gas that is not good for health (Mulyani et al., 2021). There are many ways to process and shape patchwork into handicraft products, such as quilting, tapestry, crocheting, transparent



sospeso, and many more. Many of these handicrafts come from abroad but can be applied in Indonesia because the basic materials are easy to obtain.

Hanifa & Wiana (2022) explain that transparent sospeso is a crafting technique popularized by Monica Allegro from Italy. The basic technique of sospeso transparent is to cut and paste a picture or flower motif onto an object's surface. This technique is like decoupage, which both have in common: cutting and pasting. What distinguishes the Sospeso technicality is that the motifs or images that are cut and pasted have a 3-dimensional shape so that the image looks alive. The results of Sospeso crafts can be applied to various media such as clutches or wallets, frame decorations, wall decorations, ethnic necklaces, and the smallest is a brooch (Yanti, 2019).

From the description of the conditions above, this service activity is needed to provide skills and creative ideas to the community in Rejosari RW 03, Benowo Village, Pakal District, Surabaya, utilizing patchwork waste into goods of economic value so that it is expected to be able to produce home industry that can increase family income.

Method

This community service activity used the Participatory Action Research (PAR) method. According to Handayani et al. (2019), PAR is a research process in people's circles of interest, finding practical solutions to common problems and issues that require joint action and reflection and contributing to functional theory. The PAR method has the potential to produce excellent and sustainable innovations because all stakeholders are involved (Agus et al., 2019). The participants of this training were housewives in Rejosari RW 03, Benowo Village, Pakal District, Surabaya. This training activity was carried out at Balai RW 03, Benowo Village, Pakal District, Surabaya. The steps for this service activity were carried out through several stages, which include:

a) Preparation phase

This stage consists of coordinating the implementation of program activities and preparing materials or training materials.

b) Implementation Stage

The implementation of seminars and training is first related to making product designs which explain the importance of citizens or business actors to know various product designs so that the products made attract consumers and have attractiveness. Next, there will be a presentation of material related to manufacturing innovative products made of patchwork, which will later produce interesting works and, at the same time, direct practice in making their products. The latter held digital marketing seminars and training, which explained the importance of businessmen knowing various kinds of marketing that can be used to market products more efficiently.

c) Evaluation Stage

As an indicator of the success of community service, an evaluation of the achievements will be carried out, namely:

- Evaluation during the training process includes the participants' involvement and abilities at each stage of the training. At the final stage, the participants are expected to be able to utilize business applications and create sospeso products from patchwork.
- Post-training evaluation, the activity's success will be evaluated based on the level of completion of the seminar and training material which is evaluated by observing and checking the work and giving a question-and-answer questionnaire related to the seminar and training carried out.



Figure 2. Dissemination of Patchwork Waste Product Innovations

The Sospeso technique is straightforward to do. All community groups can make sospeso crafts easily. It takes patience and a sense of art to form a social worker, although it can be trained. The sospeso technique requires a unique burin, namely sticks made of wood, plastic, or stainless with a blunt or round tip of various sizes. Large burins form flower petals, while smaller burins create leaf volumes. In addition to the burin as the primary tool, other tools needed are scissors and candles, and a lighter.

Materials for making Sospeso crafts are 1) floral motifs that will be made Sospeso. The motifs are taken from floral motifs of batik cloth, brocade cloth, and cotton cloth; 2) Neutral Film or transparent mica. Transparent mica has the characteristics of being thicker, stronger, and more flexible than volume mica. Because it is thicker then, when formed or embossed by heating, it can form 3 dimensions; 3) Embossing pad is used as a base to emboss or shape floral motifs into 3-dimensional shapes using a burin. The most straightforward embossing pad uses a sponge or air foam with a thickness of 1 cm; 4) Sospeso glue. White glue is used to attach fabric motifs to mica film and a glue gun. 5) other materials are needed in the form of beads as decoration, brooch pins, hard cloth or thick flannel for the brooch base, and a brush. The method of making sospeso crafts used heating and shaping techniques. The heating technique was used so that the patterned plastic Film became softer and could be formed. Heating using a candle flame. From the curve of a floral motif using a burin. The size of the selected burin was adjusted to the size and shape of the desired.

Result and Discussion

The socialization activity for the skills training for making handicrafts from batik patchwork waste with the Sospeso technique was attended by 25 participants from housewives in Rejosari RW 03, Benowo Village, Pakal District, Surabaya where all participants had high enthusiasm and were very active participating in activities. It is shown by the seriousness of the participants who participated in the training activities until the end. Two stages must be utilized in patchwork waste into products that have economic value, namely (1) The stage of making sospeso from batik patchwork begins with cutting flower motifs, and (2) The stage of making flower petals.

Making sospeso from used batik cloth begins with cutting out floral patterns. The flower images were then glued to the surface of the mica film using white glue. The gluing process was carried out on two sides of the floral pattern, and the goal is that the fabric can be attached perfectly. White cement was applied to the surface of the mica film using a brush. The cut flower pattern was arranged on the surface of the mica film and ends by applying white glue to the surface of the pasted flower pattern. The following process was drying the flower pattern. The drying process is quite aerated for about one day if the weather is hot.

After being perfectly attached, the mica film pasted with a flower pattern is cut according to the shape of the existing flower.



Figure 3. Early Stages of Making Sospeso

The next stage was forming flower petals. This step began with lighting a candle as a heat source and preparing the burin and sponge pad. The cut flowers were brought close to the candle flame, and the goal is to make the surface texture softer and weaker. Then the flowers were pressed against the sponge pad using a burin until an arch is formed. Flowers that have developed arches are arranged in stacks according to their size and glued using a glue gun. Arrangements of flowers that have been affixed to the surface of the desired media, such as wallets, bags, and brooches.



Figure 4. Flower Arrangement Results



Figure 5. Sospeso Handicrafts

Various results from applying sospeso products made from batik patchwork waste serve to decorate and beautify the appearance of bags, wallets, sandals, and brooches, as shown in Figure 6. It indicates that this activity has succeeded in providing creative ideas and developing the skills of housewives in Rejosari RW 03, Benowo Village, Pakal District, Surabaya, utilizing batik patchwork waste.



Figure 6. Application Sospeso



The success of this training is around 95%, where trainees can already produce Sospeso products and sell them to several places. However, the production capacity needs to be larger, considering that human resources are still limited to housewives and women laid off in the region. The results of monitoring and evaluation of activities can be seen in the following table:

Table 1. Monitoring and Evaluation Results

Activity	Before Training	After Training
Sospeso making training	The need to use patchwork waste to become a more valuable product	The community can make innovative products from patchwork in the form of sospeso
In-person and online marketing training	Difficulty making sales	The community is able to do marketing directly or online or by building SCM
Assistance in the implementation of product design	Difficulty finding assistance and training in designing products from patchwork waste	The community is able to make product designs
Providing production equipment assistance in the form of sewing machines and design programs	Difficulties in providing tools/technology	Availability of equipment needed for the production process
Digital marketing through shopee, tokopedia and marketing through online or Google my business	Marketing difficulties	Communities are able to do packaging, promotion, and create a brand

There are three benefits resulting from this community service activity, namely (1) Improving the skills of housewives, where these skills can be used as initial capital for housewives Rejosari RW 03, Benowo Village, Pakal District, Surabaya to develop themselves in utilizing and processing patchwork waste into socio-economic products that have economic value. With the existence of waste management, it will be able to create and develop new business opportunities through the utilization of waste into a product that has good standards (Handayani et al., 2020). (2) Increase family income and maintain environmental cleanliness by utilizing patchwork waste. The skills possessed by housewives of Rejosari RW 03, Benowo Village, Pakal District, Surabaya, in utilizing patchwork waste will undoubtedly be able to help increase family income and, of course, also as an effort to maintain cleanliness and reduce environmental pollution from waste Patchwork. The training provided can be used to improve the ability of residents to carry out production and marketing activities so that, in the end, they can increase their income (Handayani, 2018). Moreover, the last (3) Increase in value (product selling value). Initially, a patchwork that did not have more weight in the eyes of the community, with the utilization of batik patchwork waste into social products that can be applied to various types of goods, will undoubtedly be able to increase and increase the selling price of a product. It is in line with Hartiningrum et al. (2020) that if patchwork can be appropriately used, it will produce economic value (selling value) products and reduce community waste.

In the future, assistance will continue to be provided for product marketing activities in person and online to increase sales volume. In addition, it will also create new designs that



are more attractive (interesting) to improve the creativity of participants and increase the productivity of production performance by adding new members from both housewives and youth organizations so that later they will be able to increase the income generated.

Conclusion

The results of this service activity provide creative ideas to housewives of Rejosari RW 03, Benowo Village, Pakal District, Surabaya, by utilizing patchwork waste in sopeso products that decorate and beautify the appearance of bags, wallets, sandals, and brooch. The manufacture of this Sopeso product begins with making Sopeso from batik patchwork, cutting flower motifs, and making flower petals. This activity can improve the skills of housewives, increase family income, and maintain environmental cleanliness, and increase value (product selling value).

Recommendation

Based on the results of the implementation of the service activities that have been carried out, there are several suggestions given to the trainees to continue to be enthusiastic about increasing their knowledge, skills, and creativity to produce new product motifs. For the youth organization, it can help with the digital marketing process to increase sales. As well as for the urban village to assist in facilitating the correspondence process for managing business legality and testing business credit.

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