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## **Socialization to Build a Creative Culture for Start Up Business Through Digital Literacy**

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### **ABSTRACT**

Community service activities are carried out in Gucialit Village, Gucialit District, Lumajang Regency. The socialization activity was carried out to provide knowledge as well as understanding to partners related to the socialization of building a creative culture for start-up businesses through digital literacy, considering that digital literacy still needs to be improved, especially among the younger generation who are starting start-up businesses/start-up businesses. The problems faced by partners include: limited Human Resources who have knowledge related to marketing management, especially related to creative culture and digital literacy and the utilization of coconut shell waste into products of high economic value for the environment and creative business opportunities. Solutions or alternatives offered to partners to help overcome problems include: increasing abilities, especially in knowledge and information related to marketing management, especially with regard to creative culture and digital literacy and providing new knowledge related to the use of waste to be of high economic value, and the role of digital literacy in supporting the success of marketing activities carried out especially for start-up businesses. Community service activities in the form of socialization are expected to produce targets according to the expectations of partners, namely: increasing partner knowledge and skills related to creativity and digital literacy and providing understanding related to the role of digital literacy in supporting the success of marketing activities carried out as well as strategies for developing a creative culture for startups. up business.

Keywords: Creative Culture, Start Up Business, Digital Literacy



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### **INTRODUCTION**

Creative culture has an important role related to: forward-looking mindset, opportunities to try new things, updating technology developments, giving rewards for employees who have new ideas and dare to take risks. <https://www.intipesan.com/l>. Creative culture will give maximum results if it is supported by digital literacy.

Digital literacy is the first step to create a creative cultural climate. Digital literacy according to Paul Gilster (1997), digital literacy is defined as the ability to understand and use information in

various forms from a wide variety of sources that are accessed through computer devices. Meanwhile, according to UNESCO, literacy is a set of skills, be it cognitive skills, writing or reading skills, all of these skills are developed and shaped through various channels. For example, through academic research, experience, education or cultural values. Digital literacy opportunities are starting to be widely used by the younger generation who are interested in becoming entrepreneurs. <https://www.republika.co.id/>.

Of the 16 creative industry sectors currently, there are three sectors including those that have just existed, a number of sectors that are promising and have the potential to be taken up by young entrepreneurs, in the era of digital technology advancements like now. Among other things, visual communication design, cinematography and application development are promising sectors and participate in raising local wisdom to go international. So it is important to encourage the role of the younger generation to dare to start up and develop creative industry-based business skills and abilities. A start-up business is a start-up is a temporary organization that aims to find a business model in an uncertain situation, Blank & Dorf, 2012 in Pramana, M. A., & Mahuni, L. P. (2021). The capabilities and expertise possessed must be supported by the use of the superiority of information technology. The reason for the movement and changes in current market trends is determined by the speed of information in cyberspace. Dynamic innovation activities play an important role in the success of startups that are growing rapidly in today's virtual world. Start-ups based on creative industries are the hope of the Indonesian people to help improve their living standards and economic standards, Syauqi, A. T. (2016), because they can help minimize the list of job seekers. On the other hand, the development of the creative economy is expected to open up job opportunities for the community. On the other hand, the development of the creative economy can be collaborated by incorporating a variety of typical regional cultures, with market desires as well as creativity and innovation from the younger generation, Purnomo, R. A. (2016).

The creativity carried out by the younger generation in the lecturer's internal service activities is carried out by producing creative works in the form of making various crafts using coconut shell media. The coconut shell media was deliberately chosen, because so far it has only been used as fuel, so the economic value is small. With the creativity and innovation of coconut shells, it can be used as a variety of handicraft products, including: ashtrays, flower pots, pencil cases and active speakers, so that the value of The economics of coconut shells is increasing. The abundant supply of raw materials for coconut shells provides its own advantages in relation to the sustainability of the business being carried out. One of them is as developed by the younger generation in Gucialit Village, Gucialit District, Lumajang Regency.

The initial survey activity was carried out by analyzing the situation of real conditions in the field from partners, from the analysis found some basic problems faced by partners in community service activities, including: 1) Limited Human Resources who have knowledge related to marketing management, especially related to creative culture and digital literacy. 2) Utilization of coconut shell waste into products of high economic value for the environment and creative business opportunities. Formal discussion activities carried out with partner groups through interviews and observations at business locations, resulted in several agreements related to the partners' desire to be able to develop their businesses and be able to organize and manage business activities properly, so that business continuity can still be done

## **METHODS**

Lecturer of STIE Widya Gama Lumajang gets full support in carrying out community service activities, trying to be able to provide partner solutions in developing their business. The stages carried out in community service activities are as follows: The first step, the activities carried out are looking for solutions to partner problems in the form of socialization activities related to building a creative culture for start-up businesses through digital literacy. The second step is to

monitor and evaluate the STIE Lecturer team, Widya Gama Lumajang, so that partners are able to be independent in running their business well.

Monitoring and evaluation activities are carried out on an ongoing basis through community service programs implemented and developed by STIE Widya Gama Lumajang. All stages of community service activities require cooperation from all parties involved, requiring intensive and preventive efforts so that the spirit that is built does not decrease and the problems experienced by partners can be handled properly.

The settlement method is intended to help overcome the problems faced by partners with the following steps: 1) Socialization related to knowledge of building a creative culture for start-up businesses through digital literacy. 2) Monitoring and Evaluation. Periodic monitoring and evaluation process is carried out by looking at the development of business conditions carried out by partners in a sustainable manner so that the overall goals, targets and outcomes of the planned community service program activities can be achieved properly as expected.

## **RESULTS AND DISCUSSION**

Community service activities are carried out based on the identification of partner problems and justification with partners which resulted in an agreement to carry out socialization activities to build a creative culture for start-up businesses through digital literacy.

Community service activities begin with visiting partners, namely the younger generation who have creativity in making various handicrafts from coconut shells. The initial coordination activity obtained an agreement regarding the timing of the socialization which was carried out on February 1 and 2, 2021, which took place in Gucialit Village, Gucialit District, Lumajang Regency. Socialization activities related to the socialization of building a creative culture for start-up businesses through digital literacy.

Preparation for the implementation of activities is carried out by coordinating with related parties involved, including coordinating with partner groups regarding community service activities carried out, especially with regard to the goals and targets to be achieved in this community service activity.

Implementation of socialization activities to build a creative culture for start-up businesses through digital literacy. This activity is important to do to provide insight into knowledge, especially for the younger generation who are just starting a start-up business, by starting to learn to use digital literacy as a means of getting ideas in finding the latest creativity and innovation, in running a business, so that the products produced can be more diverse, quality and able to compete in the market.

The stage of monitoring and evaluating the implementation of activities to see the successful process of realizing community service programs that have been implemented.

Indicators of the success of the mentoring activities carried out are the achievement of the targets that have been set as follows: 1) Improving the ability and skills of Human Resources who have knowledge related to marketing management, especially related to creative culture and digital literacy. 2) Utilization of coconut shell waste into products of high economic value for the environment and creative business opportunities

This community service activity is expected to produce outputs in accordance with the expectations of partners, namely: 1) To increased knowledge and skills of partners related to creativity and digital literacy. 2) Provide understanding related to the role of digital literacy in

supporting the success of marketing activities carried out as well as strategies to develop a creative culture for start-up businesses.

## CONCLUSION

Based on the results of the implementation of community service activities that have been carried out, conclusions that can be drawn include: Program partners have a strong desire to develop businesses that are run creatively by utilizing coconut shell waste materials into various handicraft products with high economic value. Community service activities carried out in the form of socialization are expected to be able to provide simple solutions to develop partner businesses in a sustainable manner while providing new understanding by applying elements of digital literacy as a medium for young entrepreneurs to get interesting ideas in developing their businesses. The achievement of targets that become indicators of the success of community service activities, including: increasing the ability and skills of Human Resources who have knowledge related to marketing management, especially related to creative culture and digital literacy and the utilization of coconut shell waste into products of high economic value for the environment and creative business opportunities. This community service activity can produce outcomes in accordance with partner expectations, including: increasing partner knowledge and skills related to creativity and digital literacy, providing understanding related to the role of digital literacy in supporting the success of marketing activities carried out as well as strategies for developing creative culture for start-up business

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