

## WORKSHOP CREATIVEPRENEUR TURNING CREATIVITY INTO BUSINESS OPPORTUNITIES

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### Abstract

The growth of Indonesia's creative economy offers significant opportunities for young generations to become entrepreneurs and contribute to the national economy. However, many students still lack the understanding and hands-on experience needed to transform creative ideas into real business opportunities. In response to this, the Faculty of Economics and Business at Universitas Pelita Harapan (UPH FEB) initiated the Creativepreneur Workshop: Turning Creativity into Business Opportunities at Sekolah Dian Harapan (SDH) Makassar. This workshop is designed to introduce the fundamentals of creative entrepreneurship, foster innovative thinking, and provide practical experience through the creation of simple, marketable products. Additionally, it offers insights on leveraging digital technology and social media for marketing while connecting students with experienced creative business practitioners. The program aims to inspire and equip young people to develop a courageous, adaptive, and entrepreneurial mindset that is capable of creating business opportunities from an early stage.

**Keywords:** Creative Economy, Creativepreneur, Digital Marketing, Young Generation

### INTRODUCTION

The creative economy is one of the most dynamic sectors in Indonesia. The Ministry of Tourism and Creative Economy noted that the contribution of this sector reached more than 7% to the Gross Domestic Product (GDP) and created jobs for millions of people. The trend of digitalization and social media is accelerating the development of creative businesses, making entrepreneurial opportunities more open even with small capital.

Makassar, as the largest metropolitan city in Eastern Indonesia, has great potential in the fields of art, culture, culinary, music, technology, and handicrafts. Makassar's young generation is known to be creative and adaptive to new trends. However, there is a lot of potential that has not been tapped due to limited business understanding and the lack of a forum that connects creativity with business strategy.

SMA Sekolah Dian Harapan (SDH) Makassar, as an educational institution that encourages the formation of character and skills in the 21st century, has an important role in preparing the younger generation to not only excel academically but also have an

entrepreneurial spirit. Through the Creativepreneur Workshop: Turning Creativity into a Business Opportunity, students will be introduced to the concept of creative entrepreneurship from an early age, invited to understand how to process ideas into valuable products, and given simple practical experiences that spark the courage to start a business.

This activity is also in line with the spirit of the Pancasila Student Profile which emphasizes creativity, independence, mutual cooperation, and critical reasoning skills. With the support of creative business practitioners and materials relevant to the digital world, this workshop is expected to trigger the birth of a young generation that is visionary, innovative, and ready to compete globally. As one of the faculties committed to the formation of young entrepreneurs with integrity, innovation, and ability to compete globally, the Faculty of Economics and Business, Universitas Pelita Harapan (UPH FEB) has a vision to support the development of Indonesia's creative economy through education, research, and community service activities. This workshop is part of UPH FEB's mission to make a real contribution to the younger generation, especially the students of Sekolah Dian Harapan Makassar, by providing relevant entrepreneurship materials, practical training, and opportunities to interact directly with academics and business practitioners. This collaboration is also a form of UPH's support in building an education ecosystem that not only focuses on academics but also the development of entrepreneurial skills from an early age. Therefore, the theme for this community service from UPH is Turning Creativity into Business Opportunities for SMA Dian Harapan Makassar.

The partners in this Community Service Program are students at SMA Dian Harapan Makassar. Based on initial observations and communication with the SMA Sekolah Dian Harapan Makassar, it was found that although students have high creativity potential in the fields of art, design, crafts, and digital media, most of them do not have an adequate understanding of the concept of entrepreneurship and how to turn creative ideas into products or services that have selling value. Learning activities that tend to be theoretical make them have minimal practical experience in producing marketable works. In addition, the business mindset has not been firmly formed so that creativity is still seen as just a hobby, not an economic opportunity.

On the other hand, even though this young generation is familiar with digital technology, the use of social media for marketing or business personal branding development is still low. The lack of access to mentors, business networks, and entrepreneur role models is also an obstacle for students to dare to take the first step in entrepreneurship. These problems emphasize the need for an applicative and inspirational intervention program so that students are able to develop creativity into real business opportunities.

## **IMPLEMENTATION METHOD**

Based on the previous explanation of the problem, the solution that can be provided for the students is to share the right knowledge supply to students at SMA Dian Harapan Makassar, regarding entrepreneurial creativity and increasing creativity.

Pelaksanaan kegiatan Workshop Creativepreneur: Mengubah Kreativitas Menjadi Business Opportunities at Sekolah Dian Harapan (SDH) Makassar are carried out in a planned manner and involve various stages so that the material can be well received by the participants.

The activity began with coordination with the school to agree on the schedule and adjust the needs of high school students who were the main participants. The first stage is in the form of delivering entrepreneurship material, where the facilitator provides an understanding of the meaning of entrepreneurship, types of entrepreneurship, and the basic principles needed to start and develop a business. The next stage is business opportunity and creativepreneurship material, which emphasizes the importance of creativity in creating new business opportunities and understanding that creativepreneurs are an important part to be developed from school age.

After gaining the theory, students are invited to participate in interactive activities and feedback, where they are guided to explore business ideas that are relevant to their interests, surroundings, and market trends. The students are divided into small groups to brainstorm, discuss product potential, and devise simple concepts for innovative business opportunities. The activity was closed with the dissemination and seminar of workshop results, where each group presented their business idea in front of facilitators, teachers, and peers. This session provides a space for appreciation as well as constructive input so that the ideas that emerge can be further developed. The entire process is documented as material for evaluating and assessing the success of the workshop as well as to provide recommendations for the development of similar activities in the future.

### **Activity**

The manufacture of keychains from flannel fabric can be done with simple and easy-to-find materials. The materials needed include flannel fabric of various colors according to the desired design, sewing thread, needles, scissors, glue shots, keychain rings, dakron or synthetic cotton as filling, as well as additional accessories such as buttons, ribbons, or beads. The manufacturing process begins with determining the pattern and design as desired, for example the shape of a heart, a star, a cute animal, or an initial. The pattern is drawn on paper, then traced onto the flannel fabric and cut to the shape made. Two pieces of the same flannel fabric are then sewn using a festoon or jelulongitud skewer, while leaving a small open part to fill the dakron so that the keychain looks fuller and more attractive. After filling, the open part is sewn until it is tightly closed. Next, the keychain ring is attached at the top by being sewn or glued using gun glue to make it strong. To beautify the look, the keychain can be decorated with additional accessories according to creativity.

## RESULTS AND DISCUSSION

The implementation of the Creativepreneur Workshop: Turning Creativity into a Business Opportunity for high school students at Sekolah Dian Harapan (SDH) Makassar went well and had a positive impact on the understanding of entrepreneurship and the creative thinking skills of the participants. This workshop is designed to foster entrepreneurial spirit from an early age so that students have insight into the business opportunities that can arise from their creativity.

### 1. Increased Understanding of Entrepreneurship Concepts

In the initial session, students are introduced to the basic concepts of entrepreneurship, types of entrepreneurship, as well as important principles that an entrepreneur must have, such as courage to take risks, adaptability, and innovation. The interactive discussion showed that previously many students considered entrepreneurship to be limited to buying and selling products, but after participating in the workshop they began to understand that entrepreneurship also involves innovation, problem solving, and added value creation.

### 2. Understanding Creativepreneur and Business Opportunities

The material on creativepreneurship emphasizes that creativity can be a unique source of business opportunities. Participants are invited to explore creative ideas that are close to their lives, for example processing local products into more modern or attractive items. Several groups of students are able to formulate innovative business ideas, such as snack products combined with eco-friendly packaging and digital marketing concepts.

### 3. Practical Activities and Feedback

To strengthen understanding, group brainstorming activities were carried out that encouraged students to identify the business advantages and opportunities around them. Feedback activities are carried out so that every idea that arises can be evaluated, improved, and adjusted to market potential. Participants' responses showed high enthusiasm; Many students ask questions related to venture capital, how to market products digitally, and how to manage risk.

### 4. Dissemination of Results and Mini Seminars

As a final part, a dissemination session was held to display creative business ideas that had been developed by the participants. Several groups presented product designs and marketing strategies that were relevant to the market conditions of the younger generation. SDH Makassar teachers consider this activity to be very useful because it provides a hands-on experience for students to think critically, creatively, and be oriented towards real business opportunities.

### 5. Overall Impact

Overall, this workshop increased entrepreneurship awareness among SDH Makassar High School students. They become more confident in exploring creative ideas and understanding the first steps of building a business, including the importance of innovation and the use of digital technology. This activity also supports the development of entrepreneurial character in accordance with the school's goals in preparing students who are independent, innovative,

and ready to face future challenges.

The results of the participants' evaluation of the Creativepreneur Workshop: Turning Creativity into a Business Opportunity showed a high level of satisfaction. Based on a survey using the Net Promoter Score (NPS) method, most of the participants stated that the material presented was relevant and useful. In terms of meeting the needs of participants, as many as 146 respondents became promoters, resulting in an NPS score of 73. In terms of increasing knowledge and insight, there were 148 promoters with an NPS of 74, while for material support for studies and starting a new business, 153 promoters produced the highest score of 79. In addition, the clarity of the material obtained an NPS of 74, showing that the material is easy for participants to understand. The competence of the presenters was assessed as good with NPS 72, while the management of activity time by the UPH team received NPS 74. These results confirm that the workshop successfully met the expectations of participants in terms of material quality, clarity of delivery, relevance to needs, and management of the implementation of activities.



**Figure 1. Workshop Activities**



**Figure 2. The practice of making handicrafts for businesses**

## CONCLUSION

The implementation of the Creativepreneur Workshop: Turning Creativity into a Business Opportunity for High School Students of Sekolah Dian Harapan (SDH) Makassar succeeded in improving the understanding and entrepreneurial skills of the participants. Through material on the basics of entrepreneurship, the principles of creativepreneurship, and the identification of business opportunities, students become more confident to develop creative ideas into real business opportunities. This activity also trains critical, innovative, and collaborative thinking skills through brainstorming sessions, feedback, and presentations of business ideas that have been designed. A high level of participant satisfaction indicates that the material presented is relevant, easy to understand, and provides new insights. Overall, this activity is able to foster an entrepreneurial spirit from an early age, encourage students to dare to innovate, and prepare them to face the challenges of the business world in the future.

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