

## Socialization of Increasing Creativity In The Use of Digital Technology In Improving MSMES In Rural Areas

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### ABSTRACT

Kegiatan penjangkauan yang dilakukan penulis dalam artikel ini dilakukan di beberapa desa tertentu, antara lain Desa Cipatik, Bandung Barat, dan Desa Danau Cala, Musi Banyuasin. Kegiatan penjangkauan dilakukan selama lima belas hari. Harapannya dengan sosialisasi ini, tujuan penulis dapat tercapai secara bertahap dengan sempurna, dimulai dari para pelaku UMKM mampu berpikir terbuka dengan menerima kemajuan teknologi dan tentunya kreativitas mereka juga akan meningkat, kemudian para pelaku UMKM dapat memanfaatkan teknologi digital dengan baik, kemudian pada akhirnya penjualan UMKM akan meningkat, pendapatan mereka juga akan meningkat, dan UMKM pedesaan dapat terus bertahan bahkan terus berkembang seiring berjalannya waktu.

*The outreach activities conducted by the author in this article were conducted in several specific villages, including Cipatik Village, West Bandung, and Danau Cala Village, Musi Banyuasin. The outreach activities were conducted over fifteen days. Hopefully with this socialization, the author's goals can be achieved in stages perfectly, starting from MSME stakeholders being able to think openly by accepting technological advances and of course their creativity will also increase, then MSME stakeholders can use digital technology well, then in the end MSME sales will increase, their income will also increase, and rural MSMEs can continue to be ongoing and even continue to develop over time.*



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### INTRODUCTION

In English, the term creativity comes from the word to create, which means to create. Then in the Indonesian dictionary, the word creative is stated to contain the meaning of (1) having creative power, having the ability to create, (2) having the nature (containing) creative power. Meanwhile, the term creativity contains the meaning of (1) the ability to create; creative power, (2) the matter of creating. One interpretation of the nature of creativity was put forward by Ausubel, Creative achievement reflects a rare capacity for developing insights, sensitivities, and appreciations in a circumscribed content area of intellectual or artistic activity. Based on this formulation, a creative person is someone who has these capacities (understanding, sensitivity, and appreciation), which can be said to exceed those of someone who is classified as intelligent. The discussion of creativity is related to the aspects of creative abilities, studying these abilities, and developing and using them in problem solving (Badar 2013).

The procedure for developing creativity, students are guided to have critical thinking, and are able to solve problems. Therefore, through a certain learning process, efforts are made to achieve these goals. Teachers need to provide learning conditions that allow for the addition of flexibility, expertise, and quantity of creative abilities possessed by students. Teacher creativity is very necessary for students.

Students need to be given learning that the dance movements learned in Islamic elementary schools are the basis for learning traditional dances whose movements are standardized. According to experts, the definition of creativity is as follows (Hamalik 2016) & (Sudarsono 1993): a. According to Sudarsono, creativity is the ability to create, the ability to achieve solutions or solutions that are completely new, original and imaginative to problems that are of an understanding, philosophical, aesthetic or other nature. b. According to Supriadi (in Faisal Abdullah) stated that creativity is a person's ability to give birth to something new, either in the form of ideas or real works that are relatively different from what already exists. Furthermore, he added that creativity is a high-level thinking ability that implies an escalation in thinking ability, characterized by succession, discontinuity, differentiation, and integration between each development. c. According to Utami Munandar (in Faisal Abdullah) provides several definitions of creativity according to the opinions of experts, one of which is the ability to create new combinations based on existing data, information, and elements. This means that creativity is the power of creation as mentioned above. d. According to Torrance (in Faisal Abdullah), creativity is the process of an individual's ability to understand gaps or obstacles in his life, formulate new hypotheses, and communicate the results. e. According to Semiawan (in Faisal Abdullah) states that creativity is the ability to produce new forms in art, or in machinery, or in new methods. f. According to Nawawi Elizabeth Hurlock (in Trianto Ibnu Badar), creativity is a process that produces something new, whether an idea or an object in a new form or arrangement. g. According to David Campbell, creativity is an activity that produces results that are, first, new (novel) that is innovative, unprecedented, fresh, interesting, strange, and surprising. Second, useful (useful) better or more. Third, understandable (understandable) the same results can be understood and can be made at another time. Events that just happen, cannot be understood, cannot be predicted, cannot be repeated may be new and useful, but are more the result of luck, not creativity. The following will explain the opinions of experts regarding what factors can encourage creativity. h. According to Cece Wijaya and Tabrani Rusyan, creativity is the ability to create a new product, either completely new or a modification or change by developing existing things.

The creativity the author refers to in this article is creativity in using digital technology. Digital technology is a technological instrument whose operation no longer requires extensive human or manual labor and is more akin to an automated operating system that can connect to all computers or devices using the internet. Every day, we are constantly in contact with various forms of technology, including mobile phones and digital online technologies. This shows that digital technology (the internet) has transformed our world. Technological developments help us obtain information quickly. Because of technological advancements, business trends are increasingly diverse. The goal of an entrepreneur's actions in using technological tools is to keep up with developments in competition, especially in marketing. Technology makes it easier for business owners to introduce their products through online media or technology (the internet) and thus achieve sales targets (Kotlet 2021).

The goal of digital marketing is not to replace traditional marketing methods. Instead, both should exist simultaneously, with roles rotating throughout the consumer journey. During the initial phase of engagement between a business and a customer, traditional marketing methods contribute significantly to generating interest and awareness. When customer expectations for a closer relationship with the business persist and interactions persist, digital marketing drives calls to action. This is due to the greater accountability of digital marketing and the emphasis on improving results. Based on the explanation above, the researcher aims to present the results of the author's socialization in order to increase the creativity of MSMEs in rural areas using digital technology to improve their MSMEs.

## **METHOD**

The outreach activities conducted by the author in this article were conducted in several specific villages, including Cipatik Village, West Bandung, and Danau Cala Village, Musi Banyuasin. The outreach activities were conducted over fifteen days, using the following problem-finding and solution-finding methods:

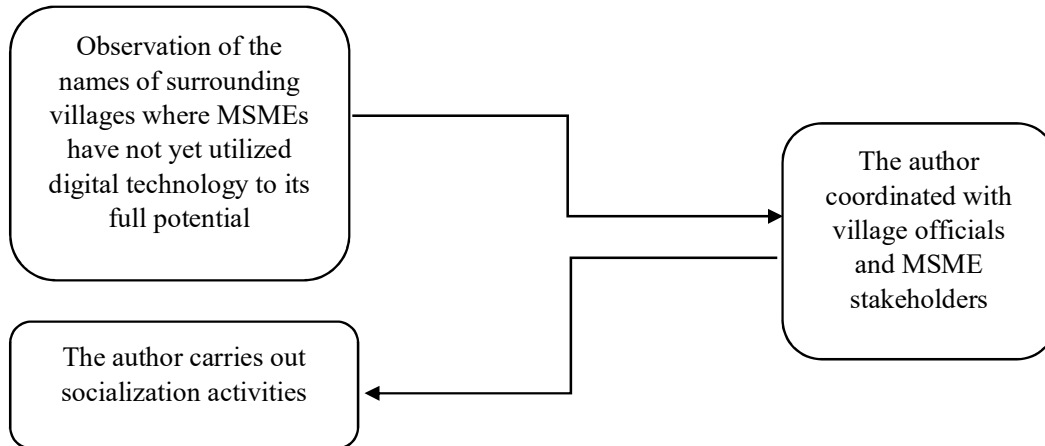


Figure 1. Problem Finding and Solution Method

## **RESULTS AND DISCUSSION**

### ***Creativity and Digital Technology***

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The creativity the author refers to in this article is creativity in using digital technology. Digital technology is a technological instrument whose operation no longer requires extensive human or manual labor and is more akin to an automated operating system that can connect to all computers or devices using the internet. Every day, we are constantly in contact with various forms of technology, including mobile phones and digital online technologies. This shows that digital technology (the internet) has transformed our world. Technological developments help us obtain information quickly. Because of technological advancements, business trends are increasingly diverse. The goal of an entrepreneur's actions in using technological tools is to keep up with developments in competition, especially in marketing. Technology makes it easier for business owners to introduce their products through online media or technology (the internet) and thus achieve sales targets (Kotlet 2021).

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### ***Socialization of Increasing Creativity In The Use of Digital Technology In Improving Msmes In Rural Areas***

The development of creativity can be done if you understand its characteristics. A person's creativity can differentiate one person from another from their uniqueness or characteristics. According to Campbell, the characteristics of creative people can be grouped into 3, namely (Ahmad Susanto 2011): (a) the main characteristics consisting of the key to giving birth to ideas, concepts, solutions, new ways, discoveries, (b) characteristics that enable them to maintain creative ideas once they have been discovered to remain alive, (c) secondary characteristics that are not directly related to creation or ideas that have been discovered to remain alive, but influence the behavior of creative people.

According to Hurluock, several motivating factors can increase creativity, namely: 1. Time, to be able to be creative. Children's activities should not be arranged in such a way that they have little free time to play with ideas, concepts, and try them in new and original forms. 2. Opportunity to be alone. Only when not under pressure from social groups can children be creative. 3. Encouragement regardless of how far children's achievements meet adult standards. To be creative, they must be free from the ridicule and criticism that are often thrown at children who are not creative. 4. Facilities. Facilities for play and later other facilities must be provided to stimulate the urge to experiment and explore, which are essential elements of all activities. 5. A stimulating environment. The home and school environment must stimulate creativity. This should be done independently, perhaps from infancy and continued throughout school by making creativity a pleasant and socially valued experience. 6. A non-possessive relationship between children and parents. Parents who are not too possessive of their children encourage children to be independent. 7. How to educate children. Democratic and permissive parenting at home and school fosters creativity, while authoritarian parenting fosters independence. 8. Opportunities to acquire knowledge. Creativity doesn't arise in a vacuum. The more knowledge children acquire, the better the foundations for achieving creative results. The materials the author disseminates to enhance the creativity of MSME stakeholders include the following:

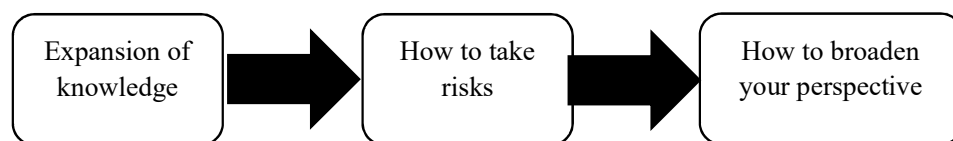


Figure 2. Creativity-Enhancing Materials

The author believes these three factors are key for MSMEs to increase their creativity and innovation. As explained above, the creativity referred to in this article is the ability to use digital technology. Technology, in the sense of hardware, includes machines and tools with technical characteristics and is designed to assist human work. The definition of technology as a "machine" that assists human work is very easy to understand. Meanwhile, digital media channels are forms of digital communication used by organizations to promote their products through websites and the internet in an effort to attract and persuade customers to complete purchases. Based on the definition explained above, the author can conclude that digital technology (the Internet) is a technological instrument whose operation no longer requires a lot of human or manual labor and is more similar to an automated operating system that can be connected to all computers or devices using the internet network. Every day, we are always in contact with various forms of technology, including mobile phones and digital online technology. This shows that digital technology (the Internet) has changed our world. The aim of increasing digital technology creativity is to expand marketing. The author's hopes for the flow of socialization objectives in this article include the following.

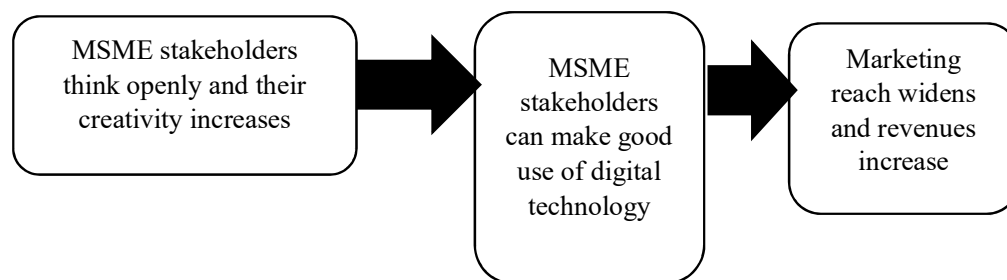


Figure 3. Socialization Flow in This Article

Hopefully with this socialization, the author's goals can be achieved in stages perfectly, starting from MSME stakeholders being able to think openly by accepting technological advances and of course their creativity will also increase, then MSME stakeholders can use digital technology well, then in the end MSME sales will increase, their income will also increase, and rural MSMEs can continue to be ongoing and even continue to develop over time.

## CONCLUSION

The development of creativity can be done if you understand its characteristics. A person's creativity can differentiate one person from another from their uniqueness or characteristics. According to Campbell, the characteristics of creative people can be grouped into 3, namely (Ahmad Susanto 2011): (a) the main characteristics consisting of the key to giving birth to ideas, concepts, solutions, new ways, discoveries, (b) characteristics that enable them to maintain creative ideas once they have been discovered to remain alive, (c) secondary characteristics that are not directly related to creation or ideas that have been discovered to remain alive, but influence the behavior of creative people. The author believes these three factors are key for MSMEs to increase their creativity and innovation. As explained above, the creativity referred to in this article is the ability to use digital technology. Technology, in the sense of hardware, includes machines and tools with technical characteristics and is designed to assist human work. The definition of technology as a "machine" that assists human work is very easy to understand. Meanwhile, digital media channels are forms of digital communication used by organizations to promote their products through websites and the internet in an effort to attract and persuade customers to complete purchases. Hopefully with this socialization, the author's goals can be achieved in stages perfectly, starting from MSME stakeholders being able to think openly by accepting technological advances and of course their creativity will also increase, then MSME stakeholders can use digital technology well, then in the end MSME sales will increase, their income will also increase, and rural MSMEs can continue to be ongoing and even continue to develop over time.

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immense gratitude that the author expresses to all parties involved in this article. He sincerely hopes that MSME stakeholders will be open-minded, able to utilize Digital Technology well, and can improve their MSMEs.

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