

Artikel Info

<i>Received:</i> August 16, 2025	<i>Revised:</i> October 24, 2025	<i>Accepted:</i> December 28, 2025	<i>Published:</i> February 22, 2026
-------------------------------------	-------------------------------------	---------------------------------------	--

Training in Entrepreneurship Management for Aisyiyah Marelan-I Branch Businesses to Strengthen the Creative Economy

Sri Endang Rahayu^{1*}, Julita², Masta Sembiring³

Universitas Muhammadiyah Sumatera Utara ^{*1,2,3}

¹*email: sriendang@umsu.ac.id*

²*email: julita@umsu.ac.id*

³*email: mastasembiring@umsu.ac.id*

Abstract: Women's participation in the creative economy is very high. This industry absorbs a significant portion of the female workforce, exceeding 50% year after year. The women of Aisyiyah's Marelan I branch possess considerable human resource potential, but members still face several limitations, particularly in terms of business ideas that align with market needs, marketing strategies, and business management. They also lack the skills to master simple financial record-keeping to ensure business sustainability. The purpose of this community service is to provide skills, namely training in entrepreneurship. After the training, Aisyiyah members are expected to be able to produce several products, such as bouquets, improve the quality of existing products to increase their sales value, and develop several new businesses, including the Aisyiyah Family Economic Business Development (BUEKA). This community service activity is implemented through hands-on

Abstrak: Partisipasi perempuan dalam ekonomi kreatif sangat tinggi. Industri ini menyerap tenaga kerja Perempuan cukup besar, lebih dari 50% dari tahun ke tahun. Ibu-ibu Aisyiyah ranting Marelan I memiliki potensi sumber daya manusia yang cukup, namun para anggota masih menghadapi sejumlah keterbatasan, terutama dalam hal ide usaha yang sesuai dengan kebutuhan pasar, strategi pemasaran, dan manajemen usaha serta pencatatan keuangan sederhana dalam menjaga keberlanjutan usaha juga belum dikuasai. Tujuan pengabdian ini adalah memberikan keterampilan, yaitu pelatihan dibidang kewirausahaan, setelah pelatihan diharapkan anggota Aisyiyah mampu menghasilkan beberapa produk seperti buket, dan meningkatkan kualitas produk yang sudah ada sebelumnya agar memiliki nilai jual yang tinggi dan mengembangkan beberapa usaha baru

entrepreneurial management training, including bouquet making, online product marketing training, and simple bookkeeping training. Participants in this activity are 30 Aisyiyah branch members. Evaluation using interviews and questionnaires indicates that 90% of participants understood the training provided.

Keywords: Creative Economy; Training; Entrepreneurship Management; Aisyiyah.

yang lain dan mempunyai sebuah usaha yakni Bina Usaha Ekonomi Keluarga Aisyiyah (BUEKA). Metode pelaksanaan kegiatan pengabdian ini dengan pelatihan langsung manajemen kewirausahaan dengan membuat buket, pelatihan pemasaran produk secara online dan pelatihan pencatatan pembukuan sederhana. Mitra dalam kegiatan ini adalah anggota Ranting Aisyiyah yang berjumlah 30 orang dengan evaluasi menggunakan wawancara dan kuesioner yang menyatakan bahwa 90% peserta kegiatan memahami pelatihan yang diberikan.

Keyword: Ekonomi Kreatif; Pelatihan; Manajemen Kewirausahaan; Aisyiyah.

A. Introduction

The creative economy is a new form of economy that has developed after the eras of agricultural, industrial, and informational economies. The main characteristic of the creative economy is the utilization of ideas, knowledge, skills, and creativity in producing high-value-added products or services (Ghufron & Rahmatullah, 2019). The development of this sector in Indonesia is quite rapid. In 2022, the number of creative economy workers reached 23.98 million people, an increase of 9.49% compared to the previous year. After experiencing a decline due to the Covid-19 pandemic in 2020, the number of workers in this sector has recovered, and the government targets the total creative economy workforce in Indonesia to increase to 24.34 million people in 2023 (DataIndonesia, 2023) and to 24.70 million people in 2024 (Kemenparekraf, 2023). In 2025, the number of workers in the creative economy sector is expected to rise to 27.4 million people, or about 18.7% of the total working population, exceeding the 2025

target, which is dominated by young workers (more than 50% under 40 years (BPS, 2025).

In addition to job absorption, the contribution of the creative economy to the national economy is also very significant. In 2023, this sector contributed approximately 7.8% of the national Gross Domestic Product (GDP) with an added value of Rp1,279 trillion (Kementerian Perindustrian, 2023). The Central Statistics Agency (BPS) recorded the sector's GDP contribution in 2024 at Rp1,611.2 trillion or 7.28% of the national GDP, exceeding the national GDP growth of 5.03%, a figure that underscores the real role of the creative economy in the economy (BPS, 2025). This data shows that the creative economy is one of the drivers of sustainable national economic growth.

The participation of women in the creative economy is also very high. This industry absorbed 53.86% of female labor in 2016 (Databoks, 2018), and the participation rate of women increased to 56.62% in 2020 (Kemenparekraf, 2020). By 2024, the participation rate of women contributed 54% of the workforce in the tourism and creative economy sectors. This shows that womenpreneurs play an important role in supporting the economy of both families and the nation (Komdigi, 2024).

In addition to contributing to the economy, recycling-based and environmentally friendly creative economies can be directed toward a green economy and a circular economy. The green economy aims to enhance welfare and social equity while reducing the risk of environmental damage (Kementerian ESDM Republik Indonesia, 2021). Meanwhile, the circular economy supports sustainability by maximizing resource utilization and minimizing waste.

At the local level, this potential is relevant to the condition of the Aisyiyah mothers of Ranting Marelan-I Branch Medan Marelan. The number of branch members is around 40 people, with 80% of them being housewives who have free time but do not yet have productive businesses that can enhance economic independence. Until now, the branch does not yet have a collective business unit that can help support organizational activities or increase members' income. However, the spirit of entrepreneurship and

building independence is very strong.

Although they have sufficient human resource potential, the members still face several limitations, especially in terms of business ideas that align with market needs, marketing strategies, and business management. In addition, basic financial record-keeping, which is fundamental in maintaining business sustainability, has not yet been mastered. Therefore, an empowerment program thru creative economy entrepreneurship management training is needed so that partners can develop their businesses together in a directed and sustainable manner.

Based on the above situational analysis, the main problem faced by the partner is:

- 1). Limited knowledge of creative economy entrepreneurship. Partners do not yet fully understand the basic concepts of entrepreneurship, especially those based on the creative economy, making it difficult to determine potential business ideas.
- 2) Lack of understanding of marketing strategies. The partner is not yet familiar with modern marketing techniques, both offline and digital marketing, to expand the product's reach if the business is run.
- 3) Not yet understanding business financial recording and management. The partner does not yet have skills in simple financial recording, which is important for measuring profits, cash flow, and maintaining business sustainability.

The purpose of this community service activity is to:

- 1) Provide entrepreneurship training based on the creative economy so that members of Ranting Aisyiyah Marelan-I have basic knowledge and skills in starting a business.
- 2) Equip partners with product marketing skills, especially thru digital marketing strategies that align with technological developments.
- 3) Train partners in simple financial recording to enable them to manage their businesses transparently and sustainably.
- 4) Encourage the establishment of joint ventures in Ranting Aisyiyah Marelan-I as an effort to enhance the economic independence of the branch and families.

This activity focuses on empowering the community's economy thru creative and sustainable entrepreneurship, in line with local needs and government programs to strengthen MSMEs and womenpreneurs.

Based on the results of the situational analysis and problem identification of the partners, there are several issues faced by the Aisyiyah Ranting Marelan-I mothers. However, not all problems can be solved simultaneously in this community service activity. Therefore, it is necessary to prioritize urgent issues that are relevant to the partners' needs and align with the competencies of the service team.

The chosen priority issue is 1) Lack of understanding of creative economy entrepreneurship. Partners do not yet have adequate knowledge about the concept of creativity-based entrepreneurship, the potential of products that meet market needs, and how to start a business in a targeted manner. This makes it difficult for the partner to determine a potential joint business idea. 2) Limitations in product marketing capabilities. Although the partners have the spirit of entrepreneurship, they do not yet understand marketing strategies, especially the use of digital media as a means of promotion and sales. However, digital marketing has become one of the main factors in the success of small and medium enterprises. 3) The absence of basic financial recording skills. Financial recording and management remain the main weaknesses of the partner. This poses a risk to the sustainability of the business because the partner cannot monitor cash flow, profits, or capital effectively.

This community service activity is strongly based on research related to community empowerment thru creative economy and MSMEs. Several studies show that: Entrepreneurship and digital marketing training can increase MSME turnover by up to 30% in the first six months (Sari, A., & Rahayu, 2021). Entrepreneurship management training to enhance economic independence for partners so that they have economic independence, both for the partners as a whole and for the members themselves in particular (Putri et al., 2023). Then, with entrepreneurship training, it will motivate 'Aisyiyah cadres to improve their skills in order to help the family economy (Mavianti, Hasrian RS, 2020).

Then, the research results show that MSME actors who implement digital

marketing achieve higher sales. Therefore, digital marketing strategies can be an effective solution for MSMEs to increase their sales (Ainil Mardiah et al., 2024). The results of another study explain that digital product marketing provides customers with easy access to product information and enables internet-based transactions (Butar Butar, 2016).

Simple application-based financial recording has proven to help MSMEs maintain cash flow and increase business efficiency (Wibowo, 2022). Simple financial recording has been successfully implemented because MSME actors can independently fill out the General Ledger daily and prepare profit and loss statements (Lestari et al., 2023).

Referring to those findings, the proposed solution is believed to have a significant impact on building the economic independence of partners.

B. Research Method

This community service activity was conducted at the Taqwa Mosque, Muhammadiyah Marelan I Branch. The partners in this community service activity were 30 women from the Aisyiyah Marelan I Branch study group. The method of implementing this community service activity is carried out thru direct training consisting of several activities, namely:

1. Implementation method in the field of entrepreneurship management.

The stages carried out are:

- a. Tabulating data on partner members and the activities that the partners have undertaken.
- b. Discussing the problems faced by the partners, where the partners lack economic independence and the courage to engage in entrepreneurial activities.
- c. Providing entrepreneurship management training as an introduction using lecture methods and practical entrepreneurship management training.

2. Product marketing implementation methods

- a. The next stage after entrepreneurship management training is to provide training and mentoring to promote the entrepreneurial products that have been created.
 - b. Accompanying partners to consistently and regularly market the products both offline and online.
3. Simple bookkeeping methods to effectively monitor cash flow, profits, and capital.
 4. Implementation of Monitoring and Evaluation, this monitoring and evaluation implementation is conducted thru interviews and questionnaires.

Here is the implementation of this service activity, which can be seen in Figure 1.

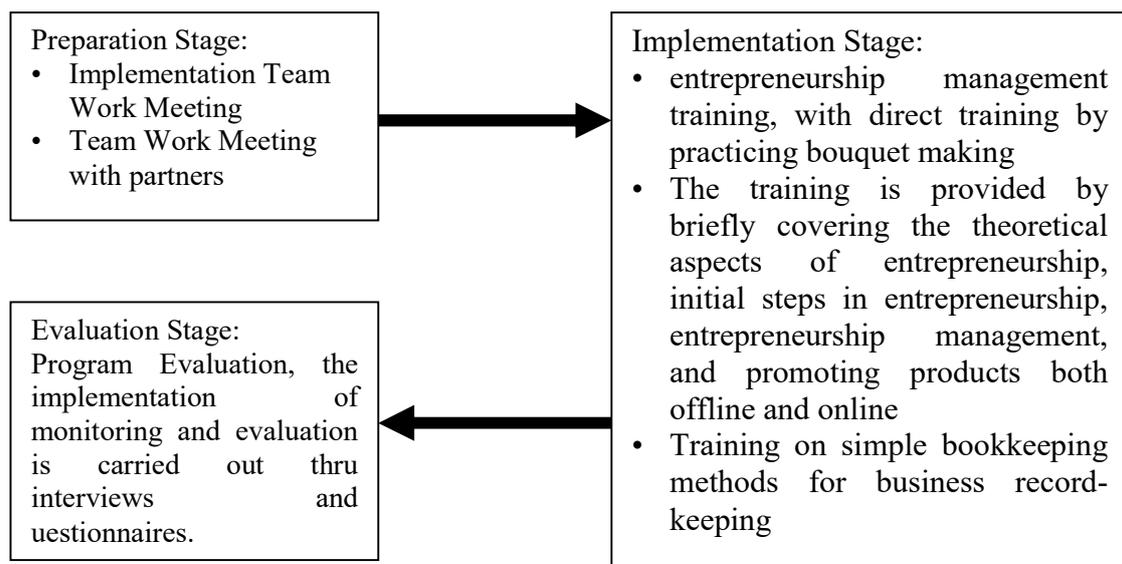


Figure 1. Activity Implementation Chart

C. Results and Discussion

1. Entrepreneurship Management Training

The implementation of creative economy entrepreneurship management training is conducted by providing training thru direct practice in bouquet making as a new venture for partners. Bouquets are one of the innovative products in the creative economy, possessing esthetic and artistic value, with a high selling price, thereby increasing the partners' income. According to (Tusino Tusino, 2023), making bouquets

as one of the alternative business opportunities where, with the innovation of bouquet making, it can later increase family income. The results of community service from flower bouquet training are expected to enhance the entrepreneurial potential of the community in the creative industry sector (Maryam dkk, 2023).

Here are some documentation of the bouquet-making training activities with partners, which can be seen in images 2 and 3.



Figure 2. Implementation of Training Activities



Figure 3. Bouquet Making Training

2. Product Marketing Training and Simple Bookkeeping

Product marketing training in the form of theoretical training provided to partners, namely the Aisyiyah Mothers, by introducing entrepreneurship and the basics of entrepreneurship. This activity uses a lecture method for the Aisyiyah Mothers, along with discussions and question-and-answer sessions. The materials presented are: 1) Entrepreneurship: how to identify opportunities for entrepreneurship, where participants are able to understand the concept of entrepreneurship, see business opportunities, and start a business. 2). Marketing: partners are able to understand the marketing of their products both online and offline. With this training, partners gain extensive insights, not just offline marketing but also how to expand marketing thru online methods. According to the results of the service (Sugianto, Ulyya Vidriza, 2022), online marketing training can provide additional knowledge about e-commerce and social media concepts, thereby increasing income for MSME actors. 3). Assistance: simple bookkeeping. With this mentoring, partners gain knowledge and skills on how to record bookkeeping for business operators. According to the results of community service (Falatifah et al., 2025), the activities showed an increase in participants' knowledge and skills related to transaction recording, profit/loss statement preparation, and independent cash flow management. Manual recording remains a relevant solution, especially for business operators who are not yet ready to adopt digital technology.

Here is the documentation of the product marketing training and bookkeeping recording training that can be seen in image 4.



Figure 4. Product Marketing Training and Bookkeeping Recording



Figure 5. BUEKA and Micro, Small, and Medium Enterprises (MSMEs)

Figure 5 is the final depiction of the activities aimed at building a business in the Aisyiyah Marelan I Branch as an effort to increase members' income while also strengthening the branch's independence. The entire training program becomes a cohesive unit that supports the establishment of the Aisyiyah Family Economic Business Development (BUEKA) and the development of Micro, Small, and Medium Enterprises (UMKM) in the Aisyiyah Marelan I Branch.

3. Evaluation

The evaluation in this service uses interview and questionnaire methods given to the training participants. These interviews and questionnaires were given to 30 participants. The questionnaires contained questions about the participants' understanding of entrepreneurship and bouquet-making practices, their understanding of offline and online marketing, and bookkeeping for their businesses. The results of the answers are shown in Table 1 below.

Table 1. Results of the Training Participant Understanding Questionnaire

No	Question	Number of Participant Questions	
		Understand/help	Don't understand/help.
1	Is the training material understandable?	27	3
2	Do you understand well how to make a bouquet?	27	3
3	Do you understand how to promote a business both offline and online?	27	3
4	Do you understand how to keep accounting records for the business?		
5	Can training help you in entrepreneurship?	27	3

From the answers in Table 1 above, 90% of the participants understood the training provided, while the remaining 10% did not understand due to their advanced age.

D. Conclusion

This community service activity is themed Empowerment of Creative Economy thru Entrepreneurship Management Training for the 'Aisyiyah Marelan-I Branch. The partners in this activity are all members of 'Aisyiyah, especially mothers who only work as housewives. The empowerment program thru creative economy entrepreneurship management training aims for partners to develop their businesses together in a directed and sustainable manner. Out of 30 people involved, 90% stated that this activity was well understood and helped participants in entrepreneurship. It is hoped that this activity can continue to be carried out so that training and entrepreneurship activities can continue to run as the efforts of Ranting Aisyiyah Marelan-I.

E. Acknowledgment

Thank you to the Muhammadiyah research grant (Risetmu) Batch IX 2025-2026 for providing funding for community service with a service scheme within the organization, allowing the activities to be carried out smoothly and successfully.

F. Bibliography

- Ainil Mardiah, Sunarni, Nia Rifanda Putri, Mohammad Gifari Sono, & Johni Eka Putra. (2024). Strategi Pemasaran Digital untuk UMKM di Era Digital. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(11), 5464–5474. <https://doi.org/10.47467/elmal.v5i11.5791>
- BPS. (2025). *BPS : Ekonomi Kreatif Serap Tenaga Kerja 27,4 juta Tahun 2025*. BPS. bps.go.id/id/news/2025/11/17/805/bps--ekonomi-kreatif-serap-tenaga-kerja-27-4-juta-tahun-2025.html#:~:text=BPS: EKONOMI KREATIF SERAP TENAGA,Pers - Badan Pusat Statistik Indonesia
- Butar Butar, D. F. F. D. (2016). *Strategi Pemasaran Digital Dalam Meningkatkan Usaha Kecil Dan Menengah Dwi*. 6(2), 1–23.
- Databoks. (2018). *Komposisi Tenaga Kerja, Industri Kreatif Berdasarkan Gender*.

<https://databoks.katadata.co.id/datapublish/2018/09/21/perempuan-indonesia-mendominasi-industri-ekonomi-kreatif>

DataIndonesia. (2023). *Tenaga Kerja Ekonomi Kreatif RI sebanyak 23,98 juta pada tahun 2022*. <https://dataindonesia.id/ekonomi/detail/tenaga-kerja-ekonomi-kreatif-ri-sebanyak-2398-juta-pada-2022>.

Falatifah, M., Karlinah, Lady, Sugondo, L. Y., & Cariciola, S. G. (2025). Simple Accounting Recording Assistance for Micro , Small , and Medium Enterprises (MSMEs). *Jurnal Mandala Pengabdian Masyarakat*, 6(1), 212–219.

Ghufro, M. I., & Rahmatullah, M. (2019). Peran ekonomi kreatif sebagai solusi mengatasi pengangguran. *Jurnal Ilmiah Fakultas Ekonomi Universitas Muhammadiyah Metro*, 13(1), 12.

Kemendag. (2020). *Statistik Ekonomi Kreatif 2020*. Kemendag. www.kemendag.go.id

Kemendag. (2023). *Outlook Pariwisata dan Ekonomi Kreatif 2023/2024*. Kemendag. <https://tasransel.kemendag.go.id/outlook-pariwisata-dan-ekonomi-kreatif-2023-2024/show>

Kementerian ESDM Republik Indonesia. (2021). *Mengenal Lebih Dalam Langkah Aplikasi Ekonomi Hijau di Indonesia*. Kementerian ESDM Republik Indonesia. <https://ppsdmaparatur.esdm.go.id/seputar-ppsdma/mengenal-lebih-dalam-langkah-aplikasi-ekonomi-hijau-di-indonesia>

Kementerian Perindustrian. (2023). *Mengangkat Kekayaan Kerajinan Lokal: Kontribusi Industri Kreatif dalam Era digital*. Kementerian Perindustrian. <https://berita.upi.edu/mengangkat-kekayaan-kerajinan-lokal-kontribusi-industri-kreatif-dalam-era-digital/#:~:text=Pada tahun 2023%2C data dari,sektor ini dalam perekonomian negara>

Komdigi. (2024). *Wamenparekraf Tekankan Pentingnya Peran Perempuan di Sektor Parekraf Dunia*. Komdigi. <https://www.komdigi.go.id/berita/artikel-gpr/detail/wamenparekraf-tekanan-pentingnya-peran-perempuan-di-sektor-parekraf-dunia>

Lestari, I. F., Rahma Febriyanti, Alda Rahmawati, Kirani, A. R., Johar, F. H., Ade Nugraha, Ahmad, A. P., Jamil, M. W., Ramdhani, M. R., Muhammad Rizal, Rastari, Jannah, S. Z. M., & Farhan. (2023). Penerapan Pencatatan Keuangan Sederhana Berbasis Digital pada UMKM ‘Sulton Bakery.’ *Jurnal Pengabdian*

- Kepada Masyarakat*, 13(2), 237–241. <https://doi.org/10.30999/jpkm.v13i2.2798>
- Maryam dkk. (2023). *Pengaruh Tingkat Pengangguran Terbuka (Tpt) Dan Indeks Pembangunan Manusia*. 8(30), 1418–1428.
- Mavianti, Hasrian RS, R. H. (2020). *Masalah Jurnal Pengabdian Masyarakat Pelatihan Kewirausahaan Sebagai Upaya Meningkatkan Ekonomi Keluarga Kader 'Aisyiyah Pimpinan Ranting Tanjung Selamat*. 1(2), 77–84. <https://creativecommons.org/licenses/by-sa/4.0/>
- Putri, L. P., Christiana, I., & Rahayu, S. E. (2023). *Pelatihan Manajemen Kewirausahaan Guna Meningkatkan Kemandirian Ekonomi Sebagai Usaha Ranting Aisyiyah Marelan-I*. *JMM (Jurnal Masyarakat Mandiri)*, 7(5), 4821. <https://doi.org/10.31764/jmm.v7i5.17358>
- Sari, A., & Rahayu, S. E. (2021). *Pelatihan kewirausahaan dan digital marketing untuk peningkatan omzet UMKM*. *Jurnal Pengabdian Masyarakat*, 5(2), 145–156.
- Sugianto, Ullya Vidriza, N. A. (2022). *Pelatihan E-Commerce Dan Social Media Bagi Pelaku UMKM Desa Bojongcae, Lebak, Banten Dalam Situasi Pandemi Covid-19*. *Jurnal IKRAITH-ABDIMAS*, 1(5).
- Tusino Tusino, dkk. (2023). *Penguatan Ekonomi Masyarakat melalui Pelatihan Pembuatan Buket Snack bagi Ibu-Ibu PKK*. *Jurnal Surya Abdimas*, 7(3), 422–427.
- Wibowo, B. (2022). *Implementasi pencatatan keuangan berbasis aplikasi pada UMKM untuk meningkatkan efisiensi usaha*. *Jurnal Ekonomi dan Bisnis*, 7(1), 88–97.