

Creative Economy on UMKM Sulam Arguci in Banjarbaru as a Learning Resource on Social Studies

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Article History

Received: 07/12/21 Review: 26/03/22 Revision: 07/04/22 Available Online: 10/04/22

Abstrak

Ekonomi kreatif merupakan satu diantara solusi untuk mengurangi masalah pengangguran. Namun, banyak orang yang hanya memikirkan mencari pekerjaan daripada menciptakan pekerjaan mereka sendiri dengan berwirausaha. Wirausaha dapat diperkenalkan melalui dunia pendidikan, satu diantaranya UMKM Sulam Arguci di Banjarbaru. Artikel ini bertujuan untuk menjelaskan ekonomi kreatif UMKM Sulam Arguci di Banjarbaru sebagai sumber belajar IPS. Pendekatan yang digunakan dalam adalah pendekatan kualitatif. Pengumpulan data melalui wawancara mendalam, observasi dan dokumentasi. Analisis data melalui tahap reduksi, penyajian dan penarikan kesimpulan serta terakhir diverifikasi. Hasil penelitian menjelaskan UMKM sulam Arguci adalah bentuk ekonomi kreatif yang dapat dijadikan sumber belajar IPS yaitu Kegiatan Ekonomi, Peran Iptek dalam Kegiatan Ekonomi, Peran Kewirausahaan dalam Membangun Ekonomi Indonesia, Pluralisme, Peran dan Fungsi Keragaman Budaya, Mengembangkan Ekonomi Kreatif Berdasarkan Potensi Wilayah untuk Meningkatkan Kesejahteraan Masyarakatnya.

Kata kunci: Ekonomi Kreatif, UMKM Sulam Arguci dan Sumber Belajar IPS.

Abstract

The creative economy is one of the solutions to reduce the unemployment problem. However, many people only think about finding a job rather than creating their own job by entrepreneurship. Entrepreneurship can be introduced through the world of education, one of which is Sulam Arguci UMKM in Banjarbaru. This article aims to explain the creative economy of Sulam Arguci UMKM in Banjarbaru as a source of social studies learning. The approach used in this research is a qualitative approach. Collecting data through in-depth interviews, observation and documentation. Data analysis went through the stages of reduction, presentation and conclusion drawing and finally verified. The results of the study explain that UMKM with embroidery Arguci are a form of creative economy that can be used as a source of social studies learning, namely Economic Activities, the Role of Science and Technology in Economic Activities, The Role of Entrepreneurship in Developing the Indonesian Economy, Pluralism, Roles and Functions of Cultural Diversity, Developing Creative Economy Based on Regional Potential to Improve Welfare The community.

Keywords: Creative Economy, UMKM, Sulam Arguci and Learning Resources on Social Studies.

PRELIMINARY

The creative economy is one sector of the solution to reduce unemployment. Unemployment is a severe problem facing Indonesian society today, and it is the result of many people only thinking about finding work rather than creating their work (Hasanah, 2020). The creative economy is increasingly being echoed until most parts of Indonesia start actively running a creative economy based on regional potentials and local wisdom. The role of the Regional Government in shaping the creative economy system is essential, especially in choosing the products to be chosen to be the characteristics of the region (Nicky in Abbas, 2016). Arguci embroidery, for example, is one of the handicraft sectors in Cempaka District, Banjarbaru. In addition to preserving ancestral culture, Arguci embroidery is a source of income for residents in the center of the area and creates vast employment opportunities for the community. The creative economy in the Arguci embroidery UMKM in Banjarbaru is not only a sector to reduce unemployment and increase economic growth but also plays a role in the realm of education (Putro *et al.*, 2021).

Education is a socio-cultural activity of the community and nation essential in building and developing the quality of citizens and the nation for present and future life (Handy, 2015). Education is a means of learning and learning to develop the potential within students to channel interests and develop knowledge to a broader extent and explore knowledge (Hasanah *et al.*, 2020). According to Herry Porda Nugroho Putro & Jumriani (2020), the student environment is essential as a learning resource because of society's dynamic, fundamental nature and community institutions that continue to grow and develop essential to study social studies learning. In line with this understanding,

According to Sumaatmadja (2007), social studies education aims to make students good citizens by having knowledge, skills, and social care (Jumriani, 2018). These goals can be achieved by developing learning resources. Learning resources are everything that students can use to study materials and learning experiences following the objectives. Learning resources here include people, tools and materials, activities, and the environment (Wina Sanjaya in Syaharuddin & Mutiani (2020)). The creative economy is an aspect that exists in the environment to become relevant and can be used as social studies learning resource and provide direct learning experiences to students. This article aims to explain the creative economy of UMKM Sulam Arguci in Banjarbaru as a learning resource on social studies.

METHOD

This study uses a qualitative approach. A qualitative approach is a research that provides information and produces descriptive data through words orally or in writing and

behavior that can be observed through the subjects or people being studied (Taylor and Bogdan in Suyanto, 2015). The research was carried out from January 2020 to December 2020, and the place of research was UMKM Sulam Arguci Banjarbaru. The research was conducted directly with the relevant informants. The research subjects were 1) Niswatun Huda, the head of the UMKM group, Mawar Handycraft. 2) Arguci embroidery, 3) Social studies teacher. The research instrument in a qualitative approach or research is the researcher himself. Interviews, observations, and documentation support observations. Data analysis used the Miles and Huberman model, including interview reduction by adjusting interview guidelines. The presentation of the data is a descriptive description and uses references in the form of books from relevant findings. The data validity test includes the extension of observations, reference materials, triangulation of sources, techniques, and time to support and test the credibility of the data obtained in the field.

RESULTS AND DISCUSSION

Arguci embroidery has long existed from generation to generation and inherited for several generations. In the past, Arguci embroidery was only used by the Banjar kingdom and the nobility. Until now, Arguci embroidery has been developed again with creativity and innovation. This was conveyed by Rizla Syahriannor, the assistant of PLUT-KUMKM Creative House Banjarbaru (Interview, 01 December 2020)

“Looking at the history of this Arguci, it is one of the cultural treasures of Kalimantan in general, resulting from the people's work during the Banjar Kingdom. More precisely, in the area around the kingdom, especially the river banks. In Kalimantan itself, it is in Banjar Regency. After there was division and the Cempaka District was included in Banjarbaru, to provide cultural values, creativity was considered as the superior product of Banjarbaru.”

Arguci embroidery officially became the flagship product of the typical Banjarbaru city in 2012 and was developed into Banjarbaru souvenirs or souvenirs. UMKMs that focus on creating Arguci products in Banjarbaru are located in Cempaka District. This was revealed by Jannah (32) as an employee/admin of the Banjarbaru Creative House based on an interview on 14 December 2019 that the majority of the people who work as arguci embroiderers are centered in the Cempaka district of Banjarbaru.

Figure 1. Arguci embroidery at the Cempaka District Office



Source: Personal Documentation (2020)

Arguci's embroidery has been preserved from generation to generation, starting from the first generation; namely, his grandmother named, Diang Intan, died at the age of 115. She was followed by his mother named, Hj. Rukuan is 80 years old. Then officially descended to Niswatun Huda in 2000. Over time, Arguci changed due to creativity, innovation, and inventions found in Arguci embroidery UMKM in Banjarbaru.

According to Buchari Alma (2010), creativity is often defined as the ability to create entirely new things, new combinations of existing things to produce something new or to make something less meaningful so that it becomes more meaningful. Creative entrepreneurs will never run out of ideas when faced with challenges; they can turn challenges into business opportunities. An entrepreneur will succeed if he is always creative and uses the results of his creativity in his business (Hasanah & Monry Fraick, 2017). The meaning of creativity is creating, discovering, imagining, conceptualizing, forming, constructing, producing, producing, seeing far in the future or skills to predict the latest trends, analyzing target markets or needs, skills to protect nature, and others. Creativity is very complex and has various sides (Chen, 2010). Creativity in UMKM Arguci embroidery in Banjarbaru, especially in UMKM Mawar Handycraft, makes various Arguci embroidery products that come from the mind and spirit of Mrs. Niswatun Huda—starting from finding ideas, drawing sketches, and motifs, embroidery techniques, and qualified human resources. The role of Mrs. Niswatun Huda as the Chair of the Mawar Handicraft UMKM who innovates to keep up with the times and adjusts to buyer demand. Starting from finding ideas, drawing sketches and motifs, embroidery techniques, and qualified human resources.

The primary purpose of the innovation is so that arguci embroidery does not lose interest, considering that arguci embroidery was initially only a wall decoration for the sacred urang Banjar ceremony and traditional Banjar wedding clothes. Until now, the existence of

arguci embroidery has been threatened. What's more, arguci embroidery is not a necessity used every day but is used for specific events. Therefore, to support its existence, arguci embroidery products are now more varied with various functions related to daily needs.

Based on observations, the pioneer UMKM that focuses on creating arguci products in Banjarbaru is the Mawar Handycraft arguci craft group managed by Mrs. Niswaton Huda in Cempaka District. Mrs. Niswaton Huda (Interview, 08 June 2020) explained that the UMKM Arguci Mawar Handycraft is a pioneer of arguci embroidery craftsmen in Banjarbaru; he was the first to create arguci embroidery products in Banjarbaru. Mrs. Niswaton Huda is the third generation of arguci craftsmen who have been preserved from generation to generation, starting from the first generation; her grandmother named, Diang Intan, died at the age of 115 years—followed by his mother named Hj.get along 80 years old. Then officially descended to Niswaton Huda in 2000.

Apart from being the pioneer of arguci embroidery craftsmen in Banjarbaru, Mawar Handycraft UMKM is also the first arguci UMKM in Banjarbaru to offer products and promote them on the Banjarbaru E-Commerce website, namely Banjarbaru mall.com. The products offered are innovative products from UMKM Mawar Handycraft. Arguci embroidery on the banjarbarumall.com website is included in Banjarbaru handicrafts that provide various arguci products.

The creative economy is an aspect that exists in the environment to become relevant and can be used as social studies learning resource and provide direct learning experiences to students. There are many kinds and varieties of social studies learning resources. Akhmad Munaya Rahman (28 years old) stated that today's learning resources have a variety, so many learning resources, a teacher's creativity is needed so that it is not limited to books (Interview, 08 June 2020).

“My views on social studies learning resources are very diverse and many. Because there are so many learning resources in the environment, it requires creativity from a teacher in managing and utilizing them as learning resources. The various learning resources available in the environment are expected to represent the limitations of books in presenting material and developing students' mindsets, mostly limited to books.

The number of varieties and learning resources in the environment demands a teacher's creativity in using them as a learning resources. This creativity is then expected to represent the limitations of books in presenting material and help develop contextual examples in the environment around students. Arguci embroidery can be a social study learning resource that includes a creative economy and local wisdom. In addition to containing creativity and local wisdom, SME's embroidery arguci as a source of social studies learning also has the potential

to develop and hone student's skills for the future. This was explained by Mrs. Nita Al-Fitriah (35), a social studies teacher at SMPN 9 Alalak (Interview, 12 November 2020)

"Arguci embroidery is very relevant because it has to do with creativity, with local wisdom, so that later they have skills. Sharpen children's skills so that they will have competence for the future. There is a relationship between creativity economics material and social studies material, namely creativity and innovation in classes IX and VII. So that it is following the arguci embroidery with IPS material."

Social Studies Learning Resources that contain arguci embroidery can also be developed on creativity, innovation, and creative economy inventions to train students to become economic actors who have good skills, are capable of creativity, and can innovate by seeing opportunities and become inventors of solutions to problems. In his environment. UMKM Sulam Arguci in Banjarbaru has a relationship with Basic Competence (KD) and the following subjects:

Table 1. Essential Competencies and Materials related to Arguci Embroidery

Basic competencies	Learning materials	Sub Learning Materials	Creative Economy for UMKM Sulam Arguci in Banjarbaru as a Social Studies Learning Resource
3.3 analyzing the concept human interaction with space so that produce various economic activity (production, distribution, consumption, supply, demand) and interactions between spaces for continuity economic life, social and cultural Indonesia	Activities Actions, humans in motives and fulfill needs	Economic activities (production, distribution)	- Arguci Embroidery Production a. Creativity b. Innovation (Innovation) c. Invention
		The Role of Science and Technology in Economic Activities -The Role of Science and Technology in Supporting Economic Activities	a. Invention
		The Role of Entrepreneurship in Building the	- Arguci Embroidery Production a. Creativity b. Innovation (Innovation)

		Indonesian Economy -Creativity -Entrepreneurship	c. Invention
3.2 analyze the effect social interaction in different space to life socio-cultural as well development national life	Effect of Social Interaction on Social and National Life	Pluralism 2. Cultural Differences	-Baku motif on Arguci embroidery has the meaning of the philosophy of life of the Banjar Tribe
		The Role and Function of Cultural Diversity e. Encouraging Cultural Innovation	2. Innovation
3.3 analyze dependency between spaces seen from economic concept (production, distribution, consumption, price, market) and influence against migration people, transportation, social institutions and economy, work, education, and well-being public	Inter-Spatial Dependence and Its Effect on Community Welfare	Developing a Creative Economy Based on Regional Potential to Improve Community Welfare	- Creative economy on Embroidery Arguci a. Creativity b. Innovation (Innovation) c. Invention

Source: Processed (2021)

Based on the table above, the relevance of the creative economy to arguci embroidery UMKM in Banjarbaru can be applied as a source of social studies learning in the 7th-grade material chapter, such as economic activities because of the existence of arguci embroidery production activities by embroiderers and the existence of distribution channels either directly or indirectly. The role of science and technology in economic activities in the innovation subsection follows the innovations in UMKM Sulam Arguci. The role of entrepreneurship in developing the Indonesian economy is due to the creativity of managers and embroiders in creating arguci embroidery and entrepreneurship managed by Mrs. Niswatun Huda in running an arguci embroidery business. In grade 8, it can be applied to the pluralism material chapter, especially to the sub-chapter on cultural differences and the role and function of cultural diversity. The sub-chapter encourages cultural innovation, which can be seen from the arguci embroidery motifs, both standard motifs that have existed for a long time and creative motifs

resulting from ideas and innovation from embroidery. In grade 9, the material chapter can be applied in developing a creative economy based on the regional potential to improve people's welfare.

Creative economy material is related to the cycle of activities in the UMKM embroidery Arguci in Banjarbaru without leaving local wisdom. The existence of a nation is realized through the excavation of local wisdom in every region of this country. Educational praxis at every level must be carried out programmatically and systematically, leading to the achievement of national education goals. The incorporation of the content of cultural values extracted from the community is to produce Indonesian people who are intelligent and competitive, and able to face global competition (Subiyakto & Mutiani, 2019)

Learning resources used (*learning resources by utilization*, according to Nita Al-Fitriah (35), a social studies teacher at SMPN 9 Alalak, should be related to the local wisdom of the South Kalimantan region. Students are invited to develop their local potential and self-potential through the practice of arguci embroidery skills. This is intended to prepare students' future; if it is difficult to get a job, they can use their skills to open their own business. A further goal is to apply arguci embroidery as a social study learning resource so that they have the insight and mindset to open as many job opportunities as possible.

Based on the results of the analysis, Arguci embroidery UMKM can be used as a source of social studies learning with various social studies materials at the junior high school level. So, social studies learning is not confined to the classroom but is more contextual to see firsthand how the actual conditions in the field are related to the material being studied. Using contextual learning resources, students will quickly understand the material being studied. In addition, this can also attract students' interest to do entrepreneurship in the future about reducing the unemployment rate in Indonesia, starting with opening up entrepreneurial insights from an early age.

CONCLUSION

The creative economy of arguci embroidery UMKM in Banjarbaru can be described in three main ways: creativity, innovation, and invention. The creative economy of arguci embroidery UMKM in Banjarbaru can be used as a source of social studies learning. Based on its shape, arguci embroidery is a cultural heritage of Banjarese urang and has been preserved from generation to generation by ancestors until it became a commodity from Banjarbaru. Among them is the material content of the 7th-grade material chapter on economic activities. The role of science and technology in economic activities in the sub-section of innovation. The role of entrepreneurship in building the Indonesian economy sub-chapter creativity and

entrepreneurship. In grade 8, it can be applied to the chapter on pluralism, especially to the sub-chapter on cultural differences and the role and function of cultural diversity, which encourages cultural innovation.

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