



Human Resource Empowerment And Training Patterns In Supporting The Creative Economy In MSMEs Bintang Mas Sumenep

Endang Widyastuti ¹⁾; Syaiful Anwar ²⁾

^{1,2)} *Department of Management, Faculty Of Economics and Business, Universitas Wiraraja, Indonesia*

Email: ¹⁾ endangfe@wiraraja.ac.id, ^{2)*} syaifulanwar@wiraraja.ac.id

How to Cite :

Endang, E., Syaiful, S. (2025). Human Resource Empowerment And Training Patterns In Supporting The Creative Economy In MSMEs Bintang Mas Sumenep. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(2). DOI: <https://doi.org/10.37676/ekombis.v13i2>

ARTICLE HISTORY

Received [19 December 2024]

Revised [17 February 2025]

Accepted [22 February 2025]

KEYWORDS

Training, Empowerment, MSMEs, Creative Economy, Bintang Mas.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

MSMEs actors have the potential to contribute to improving the regional and national economy. However, many MSME actors still do not receive maximum training. The aim of this research is to analyze how the training patterns and human resource empowerment patterns carried out by Bintang Mas MSMEs in Sumenep Regency support the development of the creative economy. The method used in this research is a qualitative approach. Data collection techniques use observation, interviews and documentation. The data analysis techniques used in this research are data collection, data reduction, data presentation and drawing conclusions. The result of this research is empowerment carried out by Bintang Mas, namely by recruiting workers who are dominated by the community around the Bintang Mas MSME. In this case, it is the community in Kasengan Village. One of the main reasons is to help improve the family economy and increase income for local residents. Then, the pattern of human resource training for MSME Bintang Mas players is on the job training, namely the owners of MSME Bintang Mas directly provide training to their workforce at the workplace while carrying out work in each section.

INTRODUCTION

Resource-Based View Theory is a theory that can be used to view the internal resources of a company. This theory assumes that the success of a company is determined by the resources they have. The internal resources referred to include the capabilities and competencies of human resources and knowledge that can be controlled by the company in order to implement the strategies that have been formulated (Paulus & Murdapa, 2016).

The capital contained within humans is knowledge, ideas, creativity, skills and work productivity. Mardatillah, (2021) said that human capital is knowledge and skills obtained through education and training. In this way, so that MSMEs can be successful, one strategy that can be implemented is to increase the competency of their human resources through training.

Human resources must have competence, motivation, commitment, loyalty and good welfare in order to make a positive contribution to the business where they work. The quality of human resources must always be developed and directed so that SMEs can achieve the expected goals. Human resource management that is not effective and efficient will hamper company goals. Good management will help the company to carry out good training and according to the company's wishes. Training activities cannot be ignored, especially in entering an era of increasingly fierce competition. Training can help employees to carry out the tasks they will be carrying out. Training is part of educational activities which involves the learning process to acquire and improve skills outside the current education system in a relatively short time with methods that prioritize practice rather than theory. Based on data from the BPS, (2024) the workforce in Sumenep district is 730.75 thousand. The employed population is 718.28 thousand and the unemployed are 18,953,000, divided into 11,930 men and 7,022 women. The number of unemployed cannot be ignored. Therefore, one of the steps taken by Bintang Mas MSMEs is to try to contribute to reducing the number of unemployed by empowering local communities through providing jobs. Community empowerment is a step to invite people to play an active role in changing their inability to solve problems in their lives. Then, they can independently and actively take steps to improve their lives for the better. The empowerment referred to in this research focuses on the pattern of empowering the community by giving them jobs. In other words, empowerment in this case is the pattern of labor recruitment carried out by Bintang Mas MSMEs. Adiguna et al., (2024) said that increasing the productivity of MSMEs can be achieved through proper human resource management. In the MSME sector, quality human resources (HR) are the key to improving the creative economy. Then, to encourage innovation and productivity of employees or human resources, it is necessary to carry out appropriate training and empowerment. Micro, Small and Medium Enterprises (MSMEs) is an expression often used in economic discourse which refers to productive creative economic business actors owned by individuals and business entities that meet the requirements stipulated in Law Number 20 of 2008. The assistance and contribution of MSMEs is closely its relationship with the activities and activities of Indonesian society every day. In this case, history has shown that micro activity units in Indonesia were able to survive and develop during the economic crisis that has occurred since 1997. MSMEs were ultimately able to play a key role in the country's economic recovery because of their capacity to contribute significantly to GDP and employment.

The creative economy is one of the new innovations in economic activities which includes creativity, innovation and renewal which is starting to be implemented by MSME players in Indonesia as a form of business in developing their businesses. Advanced MSMEs can encourage Indonesia's economic growth (Aini & Wati, 2023). The emergence of the creative economy is expected to be able to support economic growth, especially for MSMEs in Indonesia (Zamzami & Hastuti, 2018). The creative economic system is an alternative in solving current economic challenges. The creative economy is a concept in the new economic era that prioritizes information and creativity by relying on ideas and knowledge from human resources as production factors (Wahyuningsih & Satriani, 2019). In improving the creative economy, it is necessary to carry out appropriate training and empowerment patterns. Previous researchers found that appropriate training patterns can improve the creative economy (Kartiko et al., 2023; Hidayat et al., 2018). Appropriate training can increase creative economics because with proper training, MSMEs can increase their income (Yulaikah, et al., 2024). Apart from that, developing human resources by providing training can increase the competitiveness and performance of MSMEs (Ananta, et al., 2024). The number of MSMEs in Sumenep district is quite high. Based on data from the Department of Cooperatives, MSMEs, Industry and Trade (Diskoperindag) of Sumenep Regency, the number of MSMEs in Sumenep Regency is 282,711. This figure certainly makes MSMEs in Sumenep district have the potential to contribute to improving the regional and national economy. However, the challenges faced by MSMEs in Sumenep district are very diverse, including a lack of skills and lack of access to training equally for all MSMEs (Árifin et al.,

2024). In the literature review, you can expand on previous studies that discuss the factors influencing the implementation of halal standards in MSMEs (Micro, Small, and Medium Enterprises). Some points you can include are: 1. Halal Certification and Business Performance: Cite studies like Ab Talib and Fischer (2017), which explore how halal certification impacts business performance. You can further explain that certification can enhance business credibility, improve access to halal-conscious markets, and strengthen brand image. 2. Motivation for Implementing Halal Standards... 2. Religiosity and Consumer Behavior: Highlight how consumer religiosity drives purchasing behavior, as demonstrated in studies like Millatina et al. (2022) and how the presence of halal labels boosts consumer confidence. 3. Government Support and Regulations: Mention the regulatory framework, such as Indonesia's Halal Product Guarantee Law, and its significance in enforcing mandatory halal certification, as well as its impact on business operations for MSMEs (Halal Product Guarantee Agency, 2024).

This research is urgent to carry out because it refers to observations made that the workforce at Bintang Mas enterprises on average has a low level of education, namely elementary school graduates and knowledge about training is still low. The training carried out by the owners of Bintang Mas is still simple and very minimal, only limited to training carried out at Bintang Mas enterprise, very rarely and never taking part in external training.

LITERATURE REVIEW

RBV Theory

Barney, (1991) who developed the Resource-Based-View theory, stated that the RBV theory is an organization's competitive advantage, especially that which comes from the resources they have. These resources include assets, capabilities, processes, organizational attributes, information and knowledge that are controlled by the company. Then, to achieve sustainable competitive advantage, these resources have four main characteristics, namely: valuable, rare, imperfectly imitable, and non-substitutable.

Empowerment

Ayun & Aminuddin (2024) said that community empowerment is a very important factor in realizing community welfare and can also help create an independent society. Empowerment is one way of giving people opportunities to have abilities and creativity. Therefore, providing work is a concrete step that can be taken.

Training

Karim et al., (2019) defines training as a learning process that is the indispensable part of human resource development. Subroto, (2018) also define training as one of the efforts carried out by MSME to improve the abilities of their employees, both individuals and groups, so that they can contribute to organizational effectiveness and efficiency. Then, it is hoped that through the knowledge and skills of these employees they can contribute to increasing the efficiency and effectiveness of the organization in achieving its goals.

Creative Economy

Aini & Wati, (2023) said that the creative economy is an activity of production and distribution of goods and services driven by entrepreneurs by utilizing intellectual abilities, creativity and innovation. Sudrajat et al., (2023) also said that creative economics is the basis for humans in creating new, innovative and unique ideas.

METHODS

The data analysis technique used in this research consists of four stages, namely data collection, data reduction, data presentation and drawing conclusions.

RESULTS

Profile Of Bintang Mas MSME

Bintang Mas MSME is a home industry business owned by Mrs. Sa'ada and the only cassava chips MSME in Kasengan Village, Manding District, Sumenep Regency. Bintang Mas MSMEs was founded in 2009 by Mrs. Sa'ada, the owner of Bintang Mas with Business Identification Number (NIB) number: 3108220005918. Bintang Mas MSMEs was founded because of poor economic conditions. In that condition, Mrs. Sa'ada had the idea to make cassava chips. Although initially, these chips were made just to fulfill a request from a guest who was visiting his house. Mrs. Sa'ada tried to make and sell these cassava chips. Then, without realizing it, it turned out that many consumers were interested in cassava chips. As time passes, the demand for cassava chips increases. This made it difficult for Mrs. Sa'ada to fulfill this request, so Mrs. Sa'ada empowered the local community to work at Bintang Mas MSMEs. Description of the Organizational Structure and duties of Bintang Mas MSME.

Table 1 Description Of Employee Structure And Duties

Posisi	Name	Gender	Age	Task	Number
Position	Saáda	Women	45	- Control overall business activities - Prepare work programs.	1
Financial department	Saáda	Women	45	- Making financial reporting	1
Production Department	Mahrani	Women	60	- Stripping Section	4
	Khotim	Women	63		
	Matari	Man	65		
	Sholeh	Man	64		
	Aswani	Women	40	- Slicing Section	2
	Ghozali	Man	42		
	Huzaimah	Women	60	- Frying Section	3
	Patim	Women	62		
	Arifin	Man	45		
	Sadah	Women	56	- Seasoning Mixing Section	1
	Ernawati	Women	46	- Packaging Department	13
	Lila	Women	43		
	Ilah	Women	44		
	Wardah	Women	46		
	Sumaidah	Women	57		
	Wiwin	Women	45		
	Uus	Women	44		
	Yun	Women	56		
	Khotini	Women	54		
Sawar	Women	47			
Endang	Women	48			
Samsurya	Women	50			
Enton	Women	60			

Source: Bintang Mas MSMEs, 2024

Interview Results

Interview Results Regarding Human Resource Empowerment

Results of interviews with the main informant, namely the owner of MSMEs Bintang Mas, namely Mrs. Saáda, regarding empowerment patterns. For more details, see table 2 below:

Table 2 Interview Results With Key Informants

No	Question	Answer
1	Where do the workers at Bintang Mas come from?	The workforce working at Bintang Mas MSMEs comes from the community around Bintang Mas, namely the people of Kasengan Village, Manding District, Sumenep Regency.
2	What are the criteria for hiring workers at Bintang Mas?	criteria for recruiting the workforce needed by Bintang MSMEs
3	The reason for recruiting workers from the community (Kasengan) around Bintang Mas?	"By taking labor from the community around Bintang Mas, it will help the surrounding community to get jobs and income for the surrounding community and can help their family's economy."
4	Gender of workforce needed by Bintang Mas?	Nearly 82,61% of the workforce needed by MSME Bintang Mas are women and 17,39% men.
5	The reason why almost 90% of the workforce working at Bintang Mas are women?	Because we want to provide job opportunities to housewives who don't have a job and can help them earn income to help their family's economy.

Source: Primary data processed, 2024

The results of interviews with supporting informants, namely Bintang Mas MSME workers, can be seen in the following table:

Table 3 Results Of Interviews With Supporting Informants

No	questions	Answer	Informant Departement
1	The reason why you work at Bintang Mas?	Because the place of work is close to home and can help increase the family's economic income"	Mahrani (Peeling Section)
2	The reason why you work at Bintang Mas MSME?	Because the distance between Bintang Mas MSMEs and my house is very close and it is still in the same village and my main job is a source of economic income for my family."	Sholeh (Peeling Section)
3	The reason why you work at Bintang Mas MSME?	For the family's main source of income, the distance between Bintang Mas MSMEs and their house is within the same village, so they can save money on transportation.	Aswani (Slicing Section)
4	The reason why you work at Bintang Mas MSME?	"MSME Bintang Mas is the only MSME in Kasengan Village and happens to be in the same village as my house, besides that I am the backbone of the family for my family's source of income"	Ghozali (Slicing Section)
5	The reason why you work at Bintang Mas MSME?	I am the backbone of the family and a source of economic income for the family.	Patim (Frying Section)

6	The reason why you work at Bintang Mas MSME?	Incidentally, Bintang Mas is looking for workers who are close to Bintang Mas enterprise and what is needed is workers who come from the community around Kasengan Village.	Arifin (Frying Section)
7	The reason why you work at Bintang Mas MSME?	MSMEs Bintang Mas happens to need workers whose domicile is around MSMEs Bintang Mas, namely the people of Kasengan Village, and I happen to be in the same village as Bintang Mas and work at Bintang Mas enterprise as my livelihood for my family"	Sadah (Spice Mixing Section)
8	The reason why you work at Bintang Mas MSME?	MSMEs Bintang Mas requires workers from local villages, and I happen to be a resident of Kasengan Village where MSMEs Bintang Mas is domiciled. Apart from that, it is additional income to help my household economy."	Ernawati (Packaging Section)
9	The reason why you work at Bintang Mas MSME?	"In order to save money on transportation, and the owners of MSMEs Bintang Mas provide opportunities for the community around MSMEs Bintang Mas to earn additional income"	Wardah (Packaging Section)
10	The reason why you work at Bintang Mas MSME?	"I work at Bintang Mas because my house is close to MSMEs Bintang Mas so it will save money on transportation and coincidentally the workforce needed by Bintang Mas is from the people of Kasengan Village where Bintang Mas is domiciled."	Sumaidah (Packaging Section)
11	The reason why you work at Bintang Mas MSME?	"Because it is to help my family's economy and it is located close to my house, and Bintang Mas needs and provides opportunities for the surrounding community to work at MSMEs Bintang Mas"	Lila (Packaging Section)

Source: Primary data processed, 2024

Interview Results Regarding Human Resource Training Patterns

Results of interviews with the main informant, namely the owner of MSME Bintang Mas, namely Mrs. Saáda, regarding training patterns. For more details, see the following table:

Table 4 Interview Results with Key Informants

No	Question	Answer
1	What is the HR training pattern carried out by MSME Bintang Mas?	The training pattern carried out at MSMEs Bintang Mas is to provide direct training to the workforce when the workforce first joins work at MSMEs Bintang Mas.
2	What is the HR training pattern carried out for each cassava peeling section?	For example, for the cassava peeling section, I tell the cassava peeling section to peel the cassava with clean outer skin.
3	What is the HR training pattern carried out for each cutting department?	For the slicing section workers, I provide direct training to the slicing section on how to slice cassava correctly so that the resulting cassava slices are neither thick nor too thin, by giving examples of correct cassava slicing.

4	What is the HR training pattern carried out for each frying department?	For the frying part, I gave myself training when frying by showing cassava chips that were cooked or not yet cooked.
5	What is the HR training pattern carried out for each spice mixing department?	For the spice mixing section, Mrs. Sa'ada as the owner of MSMEs Bintang Mas immediately provided training to the spice mixing section on how to ensure the spices are evenly distributed for seasoning.
6	What is the HR training pattern carried out for each packaging department?	"For the packaging department workers, Mrs. Sa'ada, as the owner of MSMEs Bintang Mas, immediately provided training to the packaging department on how to package well for marketing."

Source: Primary data processed, 2024

DISCUSSION

Bintang Mas Empowerment Pattern In Improving The Creative Economy

The pattern of human resource empowerment carried out by Bintang Mas MSMEs in Sumenep Regency to support the creative economy is by Bintang Mas enterprise, namely by recruiting workers who come from the community around UMK Bintang Mas, namely the community who live in Kasengan Village, Manding District, Sumenep Regency. Bintang Mas MSMEs recruits workers from the surrounding community with the aim that people who don't have jobs will get jobs. Apart from that, it is hoped that by empowering the local community it will be able to increase income and also provide employment opportunities for local people who do not have jobs so that it will improve the family economy of the people in Kasengan Village, Manding District, Sumenep Regency. Based on the results of interviews with key informants, the workforce at Bintang Mas MSMEs is mostly dominated by 19 women (82.61%) and 4 men (17.39%). Meanwhile, in terms of age, the lowest age of workers at Bintang Mas MSMEs is 40 years and the highest age is 65 years. This means that the average age of the workforce in Bintang Mas MSMEs is 52.5 years. They are considered quite old but MSMEs are big stars but employ them because they are committed to empowering the communities around the MSME locations. Bintang Mas MSMEs contributes to reducing the unemployment rate in Sumenep Regency, especially for women. Based on data from BPS, (2024) the number of unemployed people in Sumenep Regency for women is 7,022. Therefore, one way that can be done to reduce the unemployment rate is to utilize MSMEs as part of a business that can provide employment opportunities. The things that have been done by the Bintang Mas SMEs are in line with the concept of empowerment presented by Suharto (2014) that empowerment refers to the ability of people, especially vulnerable and weak groups, so that they have the strength or ability to reach productive sources that enable people to increase their income and obtain goods. - goods and services that are needed and of good quality. Empowerment aims to improve the ability to overcome the problems and threats they face in everyday life (Hidayat & Andarini, 2020).

The empowerment carried out also really helps MSMEs in improving their businesses (Purwanto et al., 2023) and can also defend their businesses from very competitive competition (Arifin et al., 2024; Anekawati et al., 2021). The empowerment pattern carried out by Bintang Mas MSMEs is certainly one of the steps that can be taken to improve the creative economy. As stated by Aini & Wati, (2023) the creative economy is an activity of production and distribution of goods and services driven by entrepreneurs by utilizing intellectual abilities, creativity and innovation. For this reason, it can be said that the creative economy can be realized through community empowerment. This has been done by Bintang Mas MSMEs. Based on the results of interviews with workers at Bintang Mas MSMEs, the empowerment carried out by MSMEs actors is by providing opportunities for local communities to work at Bintang Mas MSMEs. The total number of workers at MSME Bintang Mas is 23 employees, divided into 4 workers in the cassava

peeling section, 2 people in the cassava slicing section, 3 people in the cassava frying section, 1 person in the seasoning mixing section, and 13 people in the packaging section. person. So, overall the workforce in Bintang Mas MSMEs is 23 people.

Training Patterns For Bintang Mas UMK In Improving The Creative Economy

Based on the results of interviews with the key informant, namely Mrs. Sa'ada, regarding human resource training patterns, it is that MSME Bintang Mas actors provide training to their workforce through direct training to each worker when they first work at MSME Bintang Mas. The owner of MSME Bintang Mas provides training to the workforce himself. There are five sections of duties and functions in Bintang Mas MSMEs, namely the cassava peeling section, cassava slicing section, cassava frying section, seasoning mixing section, and packaging section. The cassava peeling section is given direct training when they first start working. This section, which consists of 4 people, was given training on how to peel cassava properly. This section also provides training on how to peel cassava quickly, effectively and efficiently. The cassava slicing section was given training on how to slice cassava properly and correctly. Apart from that, this section is also trained on how to slice cassava according to predetermined product slicing standards. The cassava slicing section is assigned to 2 employees. The frying section was trained on how to fry cassava chips. This section teaches you how to fry using small, medium and large heat. This section consists of 3 people pays attention because mistakes in frying can affect the level of crispiness of the cassava chips.

The spice mixing section, which consists of 1 person, is trained on how to mix ingredients into spices. Then, the existing spices are mixed in such a way that they produce cassava chips with a delicious taste. Then, the last part is the packaging part. This section provides training on how to package fried cassava products. This section consists of 13 people who are all trained in carrying out good, effective and efficient packaging. These five sections are generally trained when they first enter as new workers at Bintang Mas MSMEs. Despite this, the owner of MSME Bintang Mas, Mrs. Saada, continues to monitor the process of making cassava chips from the cassava peeling process to the packaging process. Then, the financial part of the Bintang Mas MSMEs is directly carried out by Mrs Saada herself. This is because the Onion Mas UMK has provided space for the local community who already work in the Onion Mas UMK to hone the creativity and intellect of the workers through the training carried out. This statement is in line with the views of Sudrajat et al., (2023) who said that the creative economy is the basis for humans in creating new, innovative and unique ideas. Therefore, it can be concluded that the training carried out by Bintang Mas MSMEs can improve the creative economy. This result is in line with the RBV theory put forward by Barney, (1991) that internal resources such as employees can determine the success of a company. Purwanto et al., (2022) juga menyampaikan bahwa edukasi yang diberikan kepada para pelaku usaha akan mampu meningkatkan kemampuan mereka sehingga dapat mendorong ekonomi kreatif. As a result of an interview with Mrs. Sa'ada as the owner of Bintang Mas MSMEs, information was obtained that the human resource training pattern at Bintang Mas included a training pattern using the on-the-job training method. This training method is also called training with job instructions as a training method by placing workers in actual work conditions, under the guidance and supervision of experienced employees or a supervisor. On the job training includes several steps. First, participants receive an explanation of the work, then the trainer shows the work, the training is transferred to the worker. Then workers are given the opportunity to imitate the trainer's example. Finally, workers carry out work without supervision.

CONCLUSION

The conclusions that can be drawn from this research are (1) Bintang Mas MSMEs in providing training to its workforce is carried out by means of direct training (on the training) for

each worker when they first work at Bintang Mas MSMEs. (2) The owner of Bintang Mas MSMEs provides training himself to workers in the cassava peeling, cassava slicing, frying, seasoning mixing and packaging departments. (3) Bintang Mas empowers the local community by employing people around the MSMEs location, namely in Kasengan Village, Manding District, Sumenep Regency. The aim of Bintang Mas MSMEs in recruiting local people is to help increase the income of local people and provide employment opportunities for local people. (4) The workforce at Bintang Mas is dominated by women with a percentage of 82.61% and men 17.39%. (5) The Bintang Mas MSMEs workforce is the community around Bintang Mas MSMEs, namely the people of Kasengan Village.

LIMITATION

The limitation of this research is that this research still focuses on only two study focuses, namely the study of training and empowerment. Future research is expected to conduct studies from different perspectives in order to study Bintang Mas MSMEs. For example, in terms of financial reports, implementation of SOPs and so on. This research also only focuses on one MSME in Sumenep Regency. Future research is expected to carry out research using several MSMEs to obtain more in-depth information. This research was only conducted in Sumenep district. In the future, research needs to be carried out with a larger scope as with research with a scope of Madura with 4 districts (Sumenep, Pamekasan, Sampan and Bangkalan).

REFERENCES

- Adiguna, P., Sutariyono, Aisha, N., Herawati, T., Nurrahman, S., Saefullah, A., AR, R., Hakim, M, P., Syaputra, R., & Sitohang, R, M. (2024). Pelatihan dan Pengembangan Sumber Daya Manusia pada UMKM Melalui Keterampilan Digital dalam Produksi Pangan. *Journal of Community Research & Engagement*, 1(1), 92–102. Retrieved from <https://jurnal.stieganasha.ac.id/index.php/jcre/article/view/42>
- Aini, W., Wati, F. (2023). Peran Ekonomi Kreatif dalam Pengembangan UMKM di Indonesia. *Internet*, 01(02), 25–32. Retrieved from <https://www.sbm.itb.ac.id/peran-digitalisasi-dalam-pengembangan-umkm-di-indonesia/>
- Ananta, N, P., Ramadhan, A., Meirinawati, M., & Suprpto, F, A. (2024). Strategi Pengembangan Sumber Daya Manusia dalam Meningkatkan Ekonomi Lokal pada Sektor UMKM di Sentra Wisata Kuliner Karah, Kota Surabaya. *Bappenas Working Papers*, 7(1), 72–85. <https://doi.org/10.47266/bwp.v7i1.310>
- Anekawati, A., Yuliaslina, R., Isdiantoni, Syahril, Purwanto, E., & Hidayaturrahman, M. (2021). Pemberdayaan Umkm Di Kecamatan Ra'As Melalui Pendampingan Standarisasi Produk Dan Kemasan. *Jurnal ABDIRAJA*, 4(1), 23–29. <https://doi.org/10.24929/adr.v4i1.1273>
- Árifin, M., Purwanto, E., Hafidhah. (2024). The Role of Human Capital in Creating Sustainable Competitive Advantage for Culinary MSMEs in Madura Indonesia. *Scholar.Archive.Org*, 6(1), 53–65. Retrieved from <https://scholar.archive.org/work/sy63srah7bdsfaghtihpmxpqy/access/wayback/https://www.ilomata.org/index.php/ijjm/article/download/302/222>
- Arifin, M., Purwanto, E., & AR, M. M, S. (2024). Pendampingan Pembuatan Desain Kemasan Pada UMKM Di Desa Sumbenangka. *BERDAYA: Jurnal Pendidikan Dan Pengabdian Kepada Masyarakat*, 6(2), 157–164. <https://doi.org/10.36407/berdaya.v6i2.1172>
- Aýun, I., Aminuddin, m, Y. (2024). *Community Empowerment Based on Creative Economy Through Training on Making Siwalan Sticks (Stikland) in Gaji Village , Kerek District , Tuban Regency*. 1(1), 69–79.
- Barney, J. (1991). Firm Resources And Sustained Competitive Advantage. *Journal of Management*, 17(1), 99–120.
- BPS. (2024). *Kabupaten Sumene dalam angka 2024*. 6.

- Hidayat, S., Djumena, I., Darmawan, D. (2018). Pemberdayaan Perempuan Berbasis Ekonomi Kreatif melalui Pelatihan Pembuatan Keset dari Limbah Kain. *Journal of Nonformal Education and Community Empowerment*, 2(1), 20–30. <https://doi.org/10.15294/pls.v2i1.23385>
- Hidayat, R., & Andarini, S. (2020). Strategi Pemberdayaan Umkm Di Pedesaan Berbasis Kearifan Lokal Di Era Industri 4.0 Menuju Era Society 5.0. *Jurnal Bisnis Indonesia*, 93–109.
- Karim, M., Choudhury, M, M., Latif, W, B. (2019). the Impact of Training and Development on Employees Retention. *Interantional Journal of Scientific Research in Engineering and Management*, 06(05). <https://doi.org/10.55041/ijrem13044>
- Kartiko, D, C., Adhe, K, R., Dewi, H, S, C, P., & Erta. (2023). Pelatihan Batik Ecoprint pada Kelompok Ibu-Ibu PKK di Kelurahan Warugunung Surabaya untuk Menunjang Pertumbuhan Ekonomi Kreatif. *Lambung Inovasi: Jurnal Pengabdian Kepada Masyarakat*, 8(2), 359–367. <https://doi.org/10.36312/linov.v8i2.1328>
- Lumban Gaol, Lasando. (2023). The Effect Of PP 55 Of 2022 Implementation And Taxation Socialisation On Tax Compliance Level Of MSMEs. *Ekombis Review: Jurnal Ekonomi dan Bisnis*. <https://doi.org/10.37676/ekombis.v11i2.3897>
- Mardatillah. (2021). *Keunggulan Bersaing Berkelanjutan Berbasis Kapabilitas Etnik Modal Manusia*.
- Paulus, Ardianus Laurens, & Murdapa, Petrus Setya. (2016). Pemanfaatan Teori Resource-Based View Pada Ritel Minimarket : Implikasinya Terhadap Strategi Dan Keunggulan Bersaing. *Jurnal Riset Ekonomi Dan Manajemen*, 16(2), 215. <https://doi.org/10.17970/jrem.16.160204.id>
- Purwanto, E., AR, M. M, M., & Arifin, M. (2023). Sosialisasi dan Pelatihan Content Marketing Berbasis Digital Untuk Meningkatkan Daya Saing UMKM. *BERDAYA: Jurnal Pendidikan Dan Pengabdian Kepada Masyarakat*, 5(3), 195–204. <https://doi.org/10.36407/berdaya.v5i3.1135>
- Purwanto, E., Herli, M., Sya'bana, R, A., & AR, M, M, S. .. (2022). Sosialisasi dan Pelatihan Pengisian Formulir Merek. *BERDAYA: Jurnal ...*, 4, 129–140. <https://doi.org/10.36407/berdaya.v4i3.748>
- Subroto, S. (2018). Pengaruh Pelatihan Dan Motivasi Terhadap Kinerja Karyawan. *Jurnal Ekonomi Dan Kewirausahaan*, 12(1), 18. Retrieved from file:///C:/Users/USER/Downloads/1544-Article Text-4154-1-10-20181219 (10).pdf
- Sudrajat, H, S, P., Sartika Dewi, Y., Rizqy, A., & Anggraini, D. (2023). The Concept of Village Empowerment Based on Local Wisdom and the Creative Economy of South Tugu Village. *INOVATOR Jurnal Manajemen*, 12(1), 50–64.
- Suharto, E. (2014). *Membangun Masyarakat Memberdayakan Rakyat kajian strategis pembangunan kesejahteraan social dan pekerjaan social*. Cetakan kelima. Penerbit : Refika Aditama. Bandung.
- Titisari, retno. (2024). Motivation for Implementing Halal Standards of Food and Beverage MSMEs in DKI Jakarta. *Ekombis Review: Jurnal Ekonomi dan Bisnis*. 4333-4334. <https://doi.org/10.37676/ekombis.v12i4.6406>
- Wahyuningsih, S., & Satriani, D. (2019). Pendekatan Ekonomi Kreatif Terhadap Pertumbuhan Ekonomi. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 8(2), 195–205. <https://doi.org/10.46367/iqtishaduna.v8i2.172>
- Yulaikah, Azizi, E., Respatiningsih, i., Nurliana, L., Trikawati. (2024). Pengaruh Pelatihan Ketrampilan Ekonomi Kreatif Dalam Merangsang Kreatifitas Wirausaha Terhadap Peningkatan Pendapatan Di Sentul Lio Desa Cisait Kabupaten Serang. *06(2)*, 130–143.
- Zamzami, & Hastuti, D. (2018). Determinan penerimaan daerah dan pertumbuhan ekonomi terhadap pengembangan ekonomi kreatif di Provinsi Jambi. *Jurnal Paradigma Ekonomika*, 13(1), 37–45. <https://doi.org/10.22437/paradigma.v13i1.4903>