

ABSTRAK

Skripsi dengan judul “Peran Ekonomi Kreatif Melalui Home Industri Gambar *Styrofoam* Bagi Peningkatan Ekonomi Masyarakat di Kabupaten Nganjuk” ini ditulis oleh Muh Jamil Yusuf, NIM. 12405183218, dengan pembimbing Dr. H. Dede Nurohman, M.Ag.

Penelitian ini di latar belakang oleh kreatifitas masyarakat dari kalangan muda sekitar *Home Industri Gambar Styrofoam* yang belum bisa di salurkan dalam sebuah karya maupun sebuah usaha karena terkendala biaya, bahan baku, peralatan, dan pemasaran, rata-rata perekonomian masyarakat masih bergantung pada pertanian. Adanya masalah tersebut membuat ide kreatif tidak akan terealisasi dan ekonomi masyarakat akan stagnan tidak ada perubahan. Dengan begitu peran ekonomi kreatif melalui *Home Industri Gambar Styrofoam* tidak akan berpengaruh terhadap peningkatan ekonomi masyarakat.

Tujuan penelitian ini yaitu; (1) Untuk menganalisa penerapan ekonomi kreatif melalui *Home Industri Gambar Styrofoam*, dari ide-ide kreatif yang didapat, proses produksi, produk yang dihasilkan, pasar, dan pemasaran home industri gambar styrofoam. Dan analisis penerapan ekonomi kreatif dengan keadaan sekitar home industri, baik dari keadaan ekonomi, sumber daya alam maupun manusia, dan geografisnya, agar nantinya muncul *home industri* baru dengan adanya penerapan ekonomi kreatif agar menguatkan perekonomian di sekitar; (2) Untuk menganalisa peran ekonomi kreatif melalui *home industri* agar di daerah sekitar *home industri* mendapatkan *impac* dengan merekrut tenaga kerja sekitar untuk memperbaiki atau meningkatkan ekonomi masyarakat atau sekitar *home industri*.

Penelitian ini menggunakan pendekatan kualitatif. Teknik pengumpulan data di antaranya; (1) wawancara dengan pemilik *Home Industri Gambar Styrofoam*, karyawan, dan masyarakat sekitar; (2) observasi dengan mengikuti kegiatan *Home Industri Gambar Styrofoam*; (3) dokumentasi kegiatan dan dokumentasi bersama pemilik *Home Industri Gambar Styrofoam*, karyawan dan masyarakat. Teknik analisis data pada penelitian ini dengan langkah-langkah reduksi data, penyajian data, dan kesimpulan.

Hasil penelitian ini menunjukkan bahwa dalam penerapan dan peran ekonomi kreatif melalui *Home Industri Gambar Styrofoam* diperlukan dalam berjalannya pengembangan usaha maupun masyarakat. (1) Penerapan dapat dilakukan dengan mekanisme penerapan ekonomi kreatif, terciptanya ide-ide kreatif, proses produksi, produk yang di hasilkan, pasar dan pemasaran. (2) Dari peran ekonomi kreatif melalui *Home Industri Gambar Styrofoam* bagi peningkatan ekonomi masyarakat di antaranya, terciptanya tenaga, memberikan kesempatan terhadap masyarakat untuk ikut serta, menambah pendapatan, mewedahi kaum muda untuk berkreasi, dan mempengaruhi sosial ekonomi masyarakat.

Kata Kunci: Ekonomi Kreatif, *Home Industri*, *Gambar Styrofoam*

ABSTRACT

The thesis with the title "The Role of Creative Economy Through Home Industry Styrofoam Images for Community Economic Improvement in Nganjuk Regency" was written by Muh Jamil Yusuf, NIM. 12405183218, with the guidance of Dr. H. Dede Nurohman, M.Ag.

This research is motivated by the creativity of the young community around the Styrofoam Image Home Industry which cannot be distributed in a work or a business because it is constrained by costs, raw materials, equipment, and marketing, the average community's economy still depends on agriculture. The existence of these problems will prevent creative ideas from being realized and the community's economy will stagnate without any changes. That way the role of the creative economy through the Styrofoam Image Home Industry will not have an effect on improving the community's economy.

The purpose of this research is; (1) To analyze the application of the creative economy through the Styrofoam Drawing Industry Home of the creative ideas obtained, the production process, the products produced, the market, and the home marketing of the styrofoam image industry. And the analysis of the application of the creative economy with the surroundings of the industrial home, both from the economic situation, natural and human resources, and geographically, so that later a new home industry appears with the application of the creative economy to strengthen the economy around; (2) To analyze the role of the creative economy through the industrial home so that in the area around the industrial home get an impact by recruiting a nearby workforce to improve or improve the economy of the community or around the industrial home.

This research uses a qualitative approach. Data collection techniques include; (1) interviews with styrofoam image industry home owners, employees, and the surrounding community; (2) observation by participating in the activities of the Styrofoam Drawing Industry Home; (3) documentation of activities and documents with the owner of The Styrofoam Drawing Industry Home, employees and the community. Data analysis techniques in this study with data reduction steps, data presentation, and conclusions.

The results of this study indicate that in the application and role of the creative economy through the Home Industry Styrofoam Pictures are needed in the running of business and community development. (1) The application can be carried out by means of the application of the creative economy mechanism, the creation of creative ideas, the production process, the products produced, the market and marketing. (2) From the role of the creative economy through the Styrofoam Image Home Industry for the improvement of the community's economy, among others, creating energy, providing opportunities for the community to participate, increasing income, facilitating young people to be creative, and influencing the socio-economic community

Keywords: *Creative Economy, Industrial Home, Styrofoam Images*