

BUCKET PRENEUR: INNOVATIVE BOUQUET AND ACCESSORIES TRAINING TO EMPOWER YOUTH ENTREPRENEURSHIP AND CREATIVITY

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Abstrak

Program Kreativitas Mahasiswa (PKM) ini bertujuan untuk meningkatkan keterampilan dan jiwa kewirausahaan generasi muda melalui pelatihan pembuatan buket dan aksesoris. Kegiatan ini dilatarbelakangi oleh potensi besar industri kreatif di kalangan pemuda, terutama dalam produk kerajinan tangan yang memiliki nilai jual tinggi. Metode yang digunakan adalah pelatihan dua hari dalam bentuk workshop interaktif, meliputi teori kewirausahaan, praktik pembuatan buket, serta strategi pemasaran digital. Hasil pelatihan menunjukkan bahwa 90% peserta mampu menghasilkan produk secara mandiri dan 60% di antaranya tertarik untuk memulai usaha sendiri. Kegiatan ini memberikan dampak positif dalam mengembangkan kreativitas dan meningkatkan kemandirian ekonomi peserta. Diharapkan program ini dapat menjadi model pemberdayaan ekonomi kreatif yang berkelanjutan di kalangan generasi muda.

Kata Kunci: kewirausahaan, kreativitas, buket, pelatihan, generasi muda

Abstract

This Student Creativity Program (PKM) aims to enhance the entrepreneurial spirit and practical skills of young people through training in making bouquet crafts and accessories. The program is motivated by the significant potential of the creative industry among youth, especially in handmade products with high market value. The method used was a two-day interactive workshop covering entrepreneurship theory, bouquet crafting practice, and digital marketing strategies. The results showed that 90% of participants successfully created their own products, and 60% expressed interest in starting their own businesses. This activity positively impacted participants by fostering creativity and promoting economic independence. It is expected that this program can serve as a sustainable model for youth empowerment through the creative economy.

Keywords: entrepreneurship, creativity, bouquet, training, youth

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1. INTRODUCTION

Indonesia is currently facing a persistent issue of unemployment, particularly among its youth and educated population. Contrary to common assumptions, many unemployed individuals are not uneducated but rather young people with academic backgrounds. According to data from the Central Bureau of Statistics (BPS), the open unemployment rate as of February 2024 was 4.82%, a slight decrease of 0.63% from the previous year. This indicates the ongoing need to open up employment opportunities and alternative careers by encouraging entrepreneurship from an early age. In addition to job creation, the growth of the creative economy, especially in the sectors of crafts and unique designs, has shown significant economic contributions. Among these, the bouquet and accessories industry holds great market potential, driven by personalized products and consumer trends. The importance of entrepreneurship is closely linked to the development of soft skills—technical ability alone is no longer sufficient in today's job market. Creativity, innovation, and an entrepreneurial mindset are increasingly essential. Technology has revolutionized marketing, with digital platforms and social media becoming powerful tools for branding. For youth, who are active social media users, these platforms present a major opportunity to market creative products such as bouquets and accessories. It is therefore crucial that young people be equipped with the relevant skills to harness these opportunities. Although formal education offers training programs, there remains a gap between theory and practical application. This training program was designed to bridge that gap by providing hands-on skills

that participants can immediately apply. The rationale behind this initiative is to respond quickly to changes in the job market. As the creative economy continues to evolve, flexible job models such as freelancing are becoming more common. Skills in bouquet and accessory making can support this flexibility and serve as viable career options.

This Community Service Program (PKM), entitled "Bucket Preneur: Innovative Training on Bouquets and Accessories to Empower Youth Entrepreneurship and Creativity," aims to promote sustainable development by aligning with the goals of inclusive economic growth and reducing inequality.

The objectives of this program are as follows:

- a. To enhance technical skills among youth by teaching bouquet and accessory crafting techniques.
- b. To foster innovation by encouraging participants to design products using their own imagination and ideas.
- c. To instill entrepreneurial spirit in participants and show that starting a business can begin with simple ideas.
- d. To build self-confidence among young participants, empowering them to express their creative ideas as hobby-based business opportunities.

Training is a process that helps individuals gain knowledge and skills to start or grow a business. It also serves as a motivational tool that inspires participants to explore opportunities through their talents. Gusman & Amelia (2019) assert that with creativity, even seemingly worthless objects can be transformed into beautiful, high-value products. Training can thus improve participants' understanding of business opportunities. One of the training activities initiated by the entrepreneurship program is bouquet and accessory crafting, aimed at sharpening the skills and talents of young people. Innovative learning is a method that integrates new strategies and technologies to create more effective, relevant, and engaging experiences for youth (Jakub Saddam Akbar et al., 2023). It goes beyond traditional methods, focusing on critical thinking, creativity, collaboration, communication, and problem-solving. This approach prepares students for the future by providing applicable knowledge, skills, and attitudes.

According to Munandar (1988), creativity is a personal trait reflected in one's ability to create something new. Similarly, Selo Soemardjan (in Munandar, 1988) stated that creativity begins with an individual's ability to improve and do better. Peter F. Drucker, as cited by Muh Anwar (2024), described entrepreneurship as the ability to create something new and different. Zimmerer (also in Anwar, 2024) defines entrepreneurship as a process of applying creativity and innovation to solve problems and identify opportunities to improve life and business. One of the main causes of youth unemployment in Indonesia is the mismatch between formal education and job market needs. Many graduates struggle to find employment aligned with their academic background. Simultaneously, technological developments and shifts in the global economy have opened new opportunities in the creative sector. According to the Ministry of Tourism and Creative Economy, the creative economy contributed 7.44% to Indonesia's GDP in 2022, with significant potential for further growth. A promising subsector is craft-making, including bouquets and creative accessories. These products are increasingly popular among Indonesian youth due to their relevance in gift-giving, special celebrations, and interior decoration. However, there remains a gap between market demand and the availability of young entrepreneurs capable of producing high-quality, creative products. The key problems faced by Indonesian youth in the context of entrepreneurship and the creative industry are:

- a. Lack of practical skills relevant to job market needs.
- b. Limited understanding of entrepreneurship and business management.
- c. Inadequate access to quality training and mentorship.
- d. Constraints in capital and resources.
- e. Insufficient knowledge of digital technology in business.

- f. Low levels of innovation and creativity.
- g. Limited business networks and industry connections.

Through strategic collaboration, the Bucket Preneur program aims to create an ecosystem that nurtures youth entrepreneurship in the creative industry, particularly in bouquet and accessory production. This program aspires to reduce youth unemployment, boost the competitiveness of local creative industries, and contribute to national economic growth. By involving multiple stakeholders and using a holistic approach, Bucket Preneur not only delivers practical skills and business knowledge but also fosters a supportive environment that enhances the success and sustainability of creative ventures initiated by young entrepreneurs.

2. METODE

Activity Format The training was conducted in the form of a two-day intensive workshop, utilizing the following methods:

- a. Delivery of fundamental entrepreneurial theories
- b. Hands-on practice in bouquet and accessory crafting
- c. Simulation of digital marketing and branding strategies

Target Participants

The program was aimed at youth aged 17–25 years, particularly senior high school/vocational students and university students.

Location and Schedule

Venue: Creative Hall, Robby Tulus Building, Date: July 15, 2025.

Speakers and Facilitators

- a. Practitioners in bouquet and handmade craft production
- b. Entrepreneurship lecturers
- c. Young entrepreneurs with practical business experience

Success Indicators

- a. At least 80% of participants were able to independently produce creative products
- b. 50% of participants showed interest in commercializing their creations
- c. Establishment of a "Bucket Preneur" youth entrepreneurship community

3. RESULTS AND DISCUSSION

The community service program titled "Bucket Preneur: Innovative Training on Bouquets and Accessories to Empower Youth Entrepreneurship and Creativity" was implemented with a focus on the following key issues:

- a. **Skill Development:**
Participants acquired both basic and advanced techniques in bouquet and accessory making. They successfully applied these skills to create quality handmade products.
- b. **Creativity and Innovation:**
Participants were encouraged to develop innovative and creative ideas in the design of bouquets and accessories. They experimented with various materials and techniques to produce unique, marketable items.
- c. **Entrepreneurial Spirit:**
Participants gained a foundational understanding of entrepreneurial principles and were motivated to start small or micro enterprises in the bouquet and accessories sector.
- d. **Sustainability:**
Participants continued to develop their skills independently post-program and actively sought opportunities to market their products.

Outputs of the Program for the Youth of Sekadau Regency

- 1. Increased Participant Skills:

- a. 100% of participants were able to create at least three types of bouquets and two different accessories.
 - b. 80% of participants demonstrated significant improvement in product quality throughout the training.
2. Creative Product Development
A total of 10 unique bouquets and 10 unique accessories were produced by participants during the training.
 3. Design Selection and Promotion
The best designs were selected for exhibition and commercial promotion.
 4. Scientific Output
A scientific article titled "Bucket Preneur: Innovative Training on Bouquets and Accessories to Empower Youth Entrepreneurship and Creativity" was produced as an output of the program.
 5. Increased Awareness of Entrepreneurship
A post-training survey showed that 80% of participants expressed increased interest in starting their own businesses.



Figure 1 . Opening remarks for PKM activities

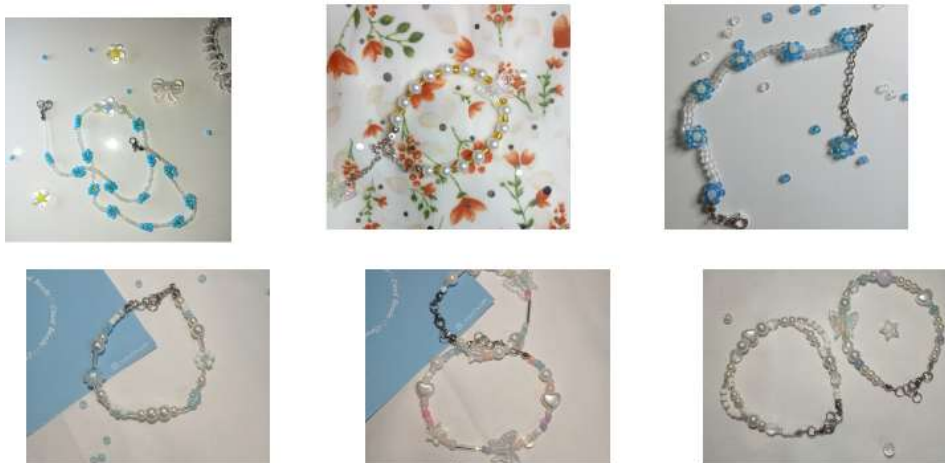


Figure 2 . Examples of necklaces and bracelets



Program Outcomes and Impact

The Bucket Preneur community service initiative was successfully carried out and had a significant positive impact on the participants. Based on the implementation and results achieved, the following conclusions can be drawn:

- a. **Skill Enhancement:**
The program successfully enhanced participants' technical abilities in creating bouquets and accessories. Most participants showed substantial progress from the beginning to the end of the training.
- b. **Creative Development:**
Participants demonstrated growth in creativity and innovation, producing original and marketable products.
- c. **Entrepreneurial Mindset:**
There was a significant increase in entrepreneurial interest and understanding among participants, with many expressing a desire to start their own businesses.
- d. **Networking Formation:**
The program facilitated the formation of peer networks and connections with industry practitioners, supporting future entrepreneurial development.
- e. **Economic Impact:**
Several participants began generating income from the sale of their products, showing the program's potential for economic opportunity creation.
- f. **Sustainability Awareness:**
Participants displayed an increased awareness of eco-friendly materials and sustainable business practices.
- g. **Soft Skill Development:**
In addition to technical skills, participants developed essential soft skills such as time management, communication, and problem-solving.

Recommendations for Future Programs

1. Despite its success, there is room for improvement and expansion. The following recommendations are proposed for similar future initiatives:
2. Extend the program duration to allow more time for skill refinement and product development.
3. Strengthen post-training mentoring to support participants in launching their businesses.
4. Expand the program's reach to underserved areas to maximize its socio-economic impact.

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5. Enhance collaboration with industry partners to provide deeper market insights and internship opportunities.

4. CONCLUSION

The Bucket Preneur PKM program has effectively achieved its goal of empowering youth through creative and entrepreneurial skill development. The initiative not only provided practical training but also inspired participants to explore the entrepreneurial potential within the creative industry. With continued expansion and support of such programs, we can expect to see more creative, innovative, and economically independent young individuals contributing to the growth of Indonesia's creative economy.

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