

Development of Creativity in Liquid Soap Production in PKK Tembalang District: Analysis and Evaluation

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Abstract. the importance of creativity in community empowerment efforts, especially among PKK (Family Welfare Empowerment) members in Tembalang District. The liquid soap making training program was initiated as a way to improve the skills and economic independence of local residents. The aim of the service is to analyze and describe the level of creativity involved in the process of making liquid soap by PKK members. It covers how creativity is applied in the selection of materials, manufacturing techniques, and development of the final product. The method used in this research is descriptive qualitative with a case study approach. The research results show that the creativity of PKK members in using local ingredients and innovation in the process of making liquid soap is very high. This not only improves product quality, but also opens up new business opportunities for PKK members.

Keywords: Creativity; Empowerment; Product

Introduction

In recent years, attention to health and personal hygiene issues has increased, especially in the midst of the pandemic that has hit the world. Awareness of the importance of maintaining hand hygiene as an effort to prevent the spread of infectious diseases has driven significant demand for hygiene products, including liquid soap. This condition opens up opportunities for the community, especially groups such as the Family Welfare Empowerment (PKK), to contribute to meeting these needs while empowering the local economy.

Tembalang District PKK is an organization that plays an important role in mobilizing the potential of the community, especially mothers, to be involved in productive and creative activities that can improve the welfare of the family and society at large. One of the efforts made by the Tembalang District PKK is to encourage its members to get involved in the production of liquid soap as a home product that has high economic value. This activity not only aims to fulfill household hygiene needs but also as a step to create sustainable business opportunities for its members.

Creativity plays a crucial role in the process of making liquid soap by PKK members (Davis, 2018). In facing competition in an increasingly competitive market, innovation in formulas, use of natural ingredients, as well as the development of attractive aromas and packaging are important factors that can differentiate liquid soap products made by PKK Tembalang from other commercial products. Apart from that, creative production processes can also provide added value, both in terms of product quality and in terms of empowering PKK members in developing new skills.

Through training programs and workshops held regularly, the Tembalang District PKK tries to improve the abilities of its members in producing liquid soap that is not only high quality but also environmentally friendly. The training covers various aspects, from selecting raw materials, manufacturing techniques, to effective marketing strategies. Thus, this activity not only provides economic benefits but also educates the public regarding the importance of cleanliness and the use of products that are safe for the environment (Evans, 2022).

Apart from economic and health benefits, involvement in making liquid soap also has a significant social impact. This activity can strengthen relations between PKK members, increase a sense of solidarity, and empower women in society. It is hoped that the increase in skills and knowledge obtained through this activity will have a long-term impact on improving the quality of life for families and communities in Tembalang District.

Overall, creativity in making liquid soap at the Tembalang District PKK is a strategic step that is not only aimed at increasing family income, but also as an effort to create a healthier and more competitive environment. It is hoped that this program can be an example for other regions in empowering communities through innovative and sustainable activities.

Theoretical Studies

Creativity

Creativity is the ability to produce new ideas, solutions, or products that are original and valuable. It is a mental process that allows a person to see things from a different point of view, connect previously unrelated ideas, and produce something innovative. Creativity is often associated with art and scientific discovery, but in reality, it can be applied in many fields, including business, technology, education, and everyday life.

According to Guilford (1950), creativity involves divergent thinking, where individuals are able to explore various possible solutions to a problem, not just focusing on one correct answer. This means that creativity is not just about finding new solutions but also about flexibility in thinking and the ability to see the potential in different ideas.

Some experts argue that creativity involves not only creating something new, but also ensuring that something new has value or relevance in a particular context. For example, in the business world, creative ideas must have commercial value or the ability to increase the efficiency and effectiveness of processes (Martinez, 2021).

Creativity consists of several dimensions, each of which contributes to how creativity is measured and manifested in practice. Torrance (1966) identified four main dimensions of creativity, namely: 1) Fluency, 2) Flexibility, 3) Originality, 4) Elaboration

Creativity

Community empowerment is the process by which individuals or groups in society gain the power, access, skills, and confidence to make decisions and control the resources that affect their lives. The main aim of community empowerment is to increase welfare, independence and community participation in various aspects of life, be it economic, social, cultural or political (Aziz, 2022).

Empowerment involves increasing the ability of individuals or groups to: Identify the needs and problems they face. Plan and implement actions to meet those needs or resolve problems. Gain greater access to the resources needed for change, such as knowledge, skills and capital. Increase participation in decision making that affects their lives.

In the context of organizations such as PKK (Family Welfare Empowerment), community empowerment is often realized through training, counseling and skills development activities aimed at improving the welfare of families and society as a whole.

Community empowerment consists of several dimensions, each of which contributes to an effective empowerment process. The following are several main dimensions of community empowerment: 1) Cognitive Dimension, 2) Psychological Dimension, 3) Economic Dimension, 4) Social Dimension, 5) Political Dimension

Product Innovation

Product innovation is the process of developing and introducing new products or significant improvements to existing products to better meet consumer needs and desires. Product innovation involves the introduction of new features, functions, or designs that provide added value for customers and create a competitive advantage for the Company (Aziz, 2021).

Product innovation can be the development of a new product that is completely different from those already on the market, or it can also be an improvement on an existing product, such as improving quality, efficiency, or adding new features. Product innovation is essential for companies to remain relevant in an ever-changing marketplace, and is often the key to long-term growth and success.

Product innovation can be seen from various dimensions that explain important aspects of the innovation itself. The following are several main dimensions of product innovation: 1) Technical Dimension, 2) Functional Dimension, 3) Aesthetic Dimension, 4) Market Dimension

Social Entrepreneurship

Social entrepreneurship is a form of entrepreneurship that aims to solve social or environmental problems through a business approach. In contrast to traditional entrepreneurship which focuses on financial profits, social entrepreneurship places social impact as the main goal, although it still considers economic sustainability (Ardyan, E., Kurnianingsih, H., Rahmawan, G., Wibisono, U., & Winata, 2016)

Social entrepreneurship often involves developing innovative solutions to complex social problems, such as poverty, education, health, or the environment. Social entrepreneurs seek to create positive change in society by utilizing a business approach, but with a focus on long-term social impact.

Social entrepreneurship consists of several dimensions that explain the main components of entrepreneurial efforts that focus on social goals: 1) Social dimension, 2) Innovative dimension, 3) Sustainability dimension, 4) Elaboration and collaboration dimension

Methods

This PKM activity will use a participatory and educational approach, where PKK members will be actively involved in every stage of the activity. This approach aims to empower participants to not only receive knowledge, but also be able to apply and develop the skills acquired independently (Prof. Dr. Sugiyono, 2011).

This PKM activity will be carried out in several main stages:

Preparation Stage

Needs Identification: An initial survey was conducted to understand the needs and interests of PKK members regarding making liquid soap. This survey will be conducted through interviews and short questionnaires.

Preparation of Materials and Tools : Providing the materials and equipment needed for training, such as soap base, dyes, fragrances, and other supporting equipment.

Preparing Training Modules: Developing training modules that include material about the process of making liquid soap, its benefits, and related aspects of entrepreneurship.

Training Stage

Opening and Introductory Session: The activity begins with an introduction, explanation of the objectives and the importance of product innovation in economic empowerment activities.

Material Presentation: Material presentation on making liquid soap, including explanation of ingredients, manufacturing steps, and product innovation techniques.

Practical Demonstration: Live demonstration of making liquid soap by the implementation team, followed by a question and answer session to ensure participants' understanding.

Independent Practice: PKK members are given the opportunity to make liquid soap independently with the guidance of the implementation team. Participants are divided into small groups to encourage interaction and cooperation.

Monitoring and Evaluation Stage

Process Evaluation: During the training, a process evaluation is carried out through observation and discussion with participants to assess their involvement and understanding.

Results Evaluation: After the training, results are evaluated through testing the quality of liquid soap products produced by participants and providing feedback from them regarding the training experience.

Preparation of Evaluation Report: Evaluation results are prepared in a report that includes findings, obstacles faced, and recommendations for similar activities in the future.

Follow-up Stage

Mentoring: The implementation team will provide post-training assistance to PKK members who want to develop their own liquid soap making business.

Marketing Network Development: Assist participants in establishing collaborations with related parties, such as local shops or online platforms to market their liquid soap products.

Sustainability Evaluation: Assess the long-term impact of this activity on the welfare of PKK members, both economically and in terms of self-empowerment.

This PKM implementation method is designed to ensure the active involvement of Tembalang District PKK members in the process of making liquid soap, as well as providing them with skills that can be used to improve the family's economic welfare. With a participatory approach, this training is expected to not only provide knowledge, but also empower participants to become more independent and creative in entrepreneurship.

Results and Discussion

Results

Community Service Activities (PKM) with a focus on "Creativity in Making Liquid Soap" in Tembalang District have been carried out successfully. The following are the results obtained from these activities:

Participant Participation

This activity was attended by 30 PKK members from Tembalang District with an attendance rate of 100%. This shows that this activity is very popular and well received by PKK members. High participation reflects members' enthusiasm and willingness to learn and be actively involved in the training process.

Increased Knowledge

Knowledge Before and After Training: Before the training, the majority of participants had no knowledge about making liquid soap. After the training, 90% of participants were able to explain the process of making liquid soap well and practice it effectively. This shows that the training was successful in increasing participants' understanding of liquid soap making techniques and other important aspects.

Practical Ability: Evaluation results show that 85% of participants are able to produce liquid soap of good quality, in accordance with the expected standards of cleanliness and effectiveness. This indicates that participants not only understand theory but can also apply the skills learned in practice.

Liquid Soap Products produced

Product Quantity and Quality: During the practical session, participants succeeded in producing more than 50 liters of liquid soap with various colors and aromas. The resulting products are quality tested and demonstrate safe pH levels and effective cleaning power. This shows success in liquid soap production and the participant's ability to produce quality products.

Creative Variations: Participants show creativity in combining dyes and fragrances, creating liquid soap products with various attractive designs and aromas. This variation shows that this training was successful in motivating participants to innovate and think creatively.

Follow-up and Business Plan,

Intention to Start a Business: As many as 20% of participants expressed their intention to develop a small business in the manufacture and sale of liquid soap. This indicates that this training not only provides practical skills but also motivates participants to apply these skills in an entrepreneurial context.

Marketing Planning: Participants have begun planning marketing strategies for their liquid soap products, including through direct sales in local markets and the use of social media. This shows that this training was successful in providing additional knowledge about product marketing aspects.

Conclusion

By referring to the theories above, this PKM activity can be assessed as an effective effort in improving participants' skills and creativity. The participatory and practical approach used in this training is in line with the principles of adult learning and creativity, and provides a strong foundation for small business development. Long-term impact evaluation and ongoing support will be key to ensuring that the benefits of this activity can be felt in a sustainable manner and make a positive contribution to community welfare.

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