

Shirt Screen Printing Training as Creative Economic Empowerment for Village Youths

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Abstract

Screen printing training as a form of creative economic empowerment for youth of Lempangang Village, especially Karang Taruna members, aims to improve technical and entrepreneurial skills. This research uses a qualitative approach with descriptive method, which involves observation, interview, and documentation during the training. The results showed that the training was successful in improving participants' shirt screen printing skills, providing new insights into entrepreneurship, and motivating them to start an independent business. The constraints faced included limited tools and materials, but the enthusiasm of the participants and the support of the Karang Taruna board gave hope for the development of creative businesses in the future. This training not only enriches skills, but also opens economic opportunities that can improve the welfare of rural communities through creative-based businesses.

Keywords : Training, Screen Printing, Creative Economic Empowerment

A. INTRODUCTION

Today, rural youth have a strategic role in community development, especially in the development of the creative economy sector which is currently one of the main pillars of national economic growth. This sector provides a great opportunity for youth to innovate and create creative solutions that can encourage the progress and economic welfare of the community¹. Village youth have the potential to explore local wealth and uniqueness ², which, if managed well, can be a resource that drives job creation, improved quality of life, and economic competitiveness at the global level. The involvement of youth as agents of

¹ Sri Ernawati and Putri Lestari, "Pengaruh Startup sebagai Digitalisasi bagi Ekonomi Kreatif di Indonesia," *Transekonomika: Akuntansi, Bisnis dan Keuangan* 2, no. 5 (2022): 221-28, <https://doi.org/https://doi.org/10.55047/transekonomika.v2i5.186>.

² Rosvita Flaviana Osin and Ni Komang Purwaningsih, "Peran Generasi Milenial dalam Pengembangan Desa Wisata Berbasis Kearifan Lokal," *Jurnal Ilmiah Manajemen dan Bisnis* 5, no. 2 (2020): 63-74, <https://doi.org/http://orcid.org/0000-0003-4332-6046>.

change is crucial in society, given that they as a productive generation have a high spirit, strong competitiveness, quick thinking, and energetic physique, making them a social revolutionary force³. With these capabilities, village youth can not only utilise local resources, but also transform creative ideas into value-added products or services that open up real business opportunities.

The creative economy plays an important role in global development and local economic growth in Indonesia, especially in rural areas. The government supports this sector through the state budget, including skills training programmes for rural youth⁴. Screen printing training is one of the creative economic empowerment efforts that not only improves technical skills, but also the entrepreneurial spirit. The implementation of this programme in various villages, such as Kalinegoro and Sumberarum, shows a positive impact in improving the creativity and economy of the community⁵. With this training, rural youth are expected to develop sustainable independent businesses, contribute to the local economy, and reduce the gap between urban and rural areas⁶.

However, sometimes the great potential possessed by rural youth is often not optimally channelled due to various obstacles that hinder the development of this potential, including: (1) Lack of adequate training in rural areas; (2) Limited access and infrastructure; (3) Lack of support from the neighbourhood, government or related institutions; (4) Limited business capital; (5) Lack of self-confidence mentality; (6) Limited network and market access; (7) Low understanding of branding and marketing; (8) Strong social and cultural pressure (tradition or gender stereotypes). To overcome these constraints, a holistic and collaborative approach is needed between the government, educational institutions, the private sector, and the community itself⁷. One of the first steps that can be taken to

³ Fitra Mardiana and Yuli Ermawati, "Pemberdayaan Pemuda Berbasis Potensi Lokal di Desa Kendung Surabaya," *Prosiding Konferensi Nasional Pengabdian Kepada Masyarakat dan Corporate Social Responsibility (PKM-CSR)* 4 (2021): 978–82, <https://doi.org/https://doi.org/10.37695/pkmcscr.v4i0.1353>.

⁴ Eko Prayetno et al., "Community Service : Tea from Sukun Leaves as a Traditional Beverage with a Modern Approach," *Jurnal Al Maesarah: Jurnal Pengabdian Kepada Masyarakat Bidang Pendidikan, Sosial, Dan Kemasyarakatan* Vol. 3(2), no. 2 (2024): 92–104, <https://doi.org/https://doi.org/10.58988/jam>.

⁵ Eko Prayetno et al., "Contemporary Islamic Sects in Indonesia," *Jurnal Al Burhan* 4(2), 2024, no. 2 (2024): 113–25, <https://doi.org/https://doi.org/10.58988/jab.v4i2.342>.

⁶ Eko Prayetno and Munirul, "The Relationship Between Fluency in Speaking Arabic and Self- Confidence to Presentation Skills," *Jurnal Kajian Keislaman* 11 No. 2 (, no. 2 (2024): 439–52, <https://doi.org/10.24952/multidisipliner.v11i2.13661>.

⁷ Tania Tamara Ulfah, "Strategi Pemberdayaan Ekonomi Masyarakat Miskin: Tinjauan atas Program Pemerintah," *Literacy Notes* 1, no. 2 (2023), <https://liternote.com/index.php/ln/article/view/126>.

overcome this problem is through empowerment. Empowerment is an effort that aims to help individuals, groups, or communities to master or have control over their own lives⁸.

One potential form of empowerment is through shirt screen printing training. This training can provide village youth with practical skills in printing creative designs on various types of clothing, ranging from t-shirts, shirts, to jackets. These skills not only improve individual abilities, but also open up new business opportunities, create jobs, develop the creative economy at the village level, and introduce local products to a wider market. The shirt screen printing industry has promising prospects due to the growing demand for customised and creative products, both for personal needs, promotions, and community purposes. In addition, the screen printing process is relatively simple and requires modest capital, making it suitable for implementation in villages as an independent creative enterprise.

However, in recent years, research studies on shirt screen printing training as a creative economic empowerment for rural youth are still very limited. Some studies have discussed the potential of the screen printing industry in the economic sector, but not many have specifically examined the effectiveness of this training programme in improving the skills and creative economic independence of rural youth. As research that has been conducted by Hutabri et al.⁹ highlighted the benefits of screen printing training for the local economy and cultural preservation, but has not explored the entrepreneurial aspects in depth, especially in terms of business strategies that can ensure screen printing enterprises thrive. sustainable in the creative economy sector. Meanwhile, Mamoribo's research highlights screen printing training for out-of-school youth as a solution to reducing unemployment, but has not examined how these skills can be developed into sustainable independent businesses. The limitations of this study are reinforced by the results of the bibliometric analysis in Figure 1 below.

⁸ Windasai Windasai, Mohammad Mas'ud Said, and Hayat Hayat, "Peran Pemerintah Daerah dalam Pemberdayaan Masyarakat Nelayan," *Jurnal Inovasi Penelitian* 2, no. 3 (2021): 793-804, <https://doi.org/https://doi.org/10.47492/jip.v2i3.764>.

⁹ Ellbert Hutabri et al., "Pelatihan Sablon Baju Digital Karang Taruna Pemuda Kampung Bagan Kota Batam sebagai Fondasi Pertumbuhan Ekonomi dan Keberlanjutan Budaya," *Puan Indonesia* 6, no. 1 (2024): 109-18, <https://doi.org/https://doi.org/10.37296/jpi.v6i1.250>.

can bring business to continue to grow and have value¹¹. In the context of screen printing training, this ability is very relevant because the screen printing business has a wide market potential, especially in the digital era, where the need for custom screen printing products such as t-shirts, tote bags, and merchandise is increasing. Therefore, the objective of this training is not only to teach technical skills in screen printing, but also to equip participants with the ability to identify business opportunities and develop an entrepreneurial mindset that enables them to optimally utilise the screen printing business¹². A career in entrepreneurship can contribute greatly to the well-being of rural communities by creating tangible economic opportunities, such as opening up new jobs and increasing individual or community incomes¹³. With the skills gained from the training, participants are expected to start a small screen printing business, utilise their creativity to create unique designs, and use social media as a promotional tool to reach a wider market¹⁴.

Lempangang Village has great human resource potential through Karang Taruna, but limited technical skills and lack of creative business opportunities are still the main obstacles. Therefore, a concrete step is needed in the form of training in shirt screen printing skills to equip village youth with relevant skills, as well as open new business opportunities that can improve their standard of living. This training not only aims to improve technical skills, but also provides an understanding of entrepreneurial aspects, such as business management, marketing, and product innovation. Thus, it is hoped that this training programme can encourage the youth of Lempangang Village to play an active role in creative economic development as well as create independent jobs in the region. This training is a tangible manifestation of community service in optimising the potential of village youth. In addition, this programme is expected to be a model of creative economic empowerment that can be adapted by other villages.

¹¹ Sharon Michelle O. Pattiasina, Deri Susanto, and Yola Pradita, "Pendampingan Potensi Pemuda Desa Hanjak Maju dalam Ruang Pluralitas di Kalimantan Tengah," *Magistrorum et Scholarium: Jurnal Pengabdian Masyarakat* 3, no. 2 (2023): 320–29, <https://doi.org/10.24246/jms.v3i22022p320-329>.

¹² Kurniatul Fil Khoirin et al., "Kewirausahaan untuk Kepemudaan: Pelatihan Pengelolaan Limbah Tempurung Kelapa dalam Meningkatkan Pendapatan Pemuda Desa," *KHIDMAH: Jurnal Pengabdian Kepada Masyarakat* 1, no. 1 (2024): 7–10, <https://doi.org/10.46367/khidmah.v1i1.1825>.

¹³ Sri Ernawati, Muhammad Yusuf, and Herry Nurdin, "Pelatihan Pemanfaatan Barang Bekas Menjadi Kerajinan Tangan untuk Meningkatkan Ekonomi Kreatif di Kelurahan Sarae," *Jurnal Pengabdian Kepada Masyarakat Cahaya Mandalika (Abdimandalika)* 3, no. 1 (2022): 44–50, <https://www.ojs.cahayamandalika.com/index.php/abdimandalika/article/view/722>.

¹⁴ M Nabat Ardli and Reza Hilmy Luayyin, "Pelatihan Kewirausahaan bagi Pemula Di Desa Krucil: Meningkatkan Kemandirian Ekonomi Masyarakat," *Development: Journal of Community Engagement* 1, no. 1 (2022), <https://doi.org/https://doi.org/10.46773/djce.v1i1.1576>.

B. RESEARCH METHOD

This research uses a qualitative approach with descriptive methods to describe the process, implementation, and impact of shirt screen printing training as an effort to empower the creative economy for youth of Lempangang Village, especially members of the Youth Organisation. Data were obtained through direct observation during the training, in-depth interviews with trainees, trainers, and Karang Taruna administrators, and documentation of activities. Observations were conducted to identify participant engagement, effectiveness of training methods, and success of skills transfer. In-depth interviews were used to explore participants' experiences, perceptions, and expectations of the training, while documentation included photos of activities, training reports, and shirt screen printing products produced by participants.

Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing. Data reduction involved selecting relevant information to answer the research focus, while data presentation was done in the form of systematic narrative descriptions. Conclusions were drawn by linking the research findings with the training objectives, namely improving the skills and economic independence of village youth. Data validity was maintained through source and method triangulation techniques, comparing data from various sources and collection methods to ensure consistency of information. This qualitative approach was chosen because it allows researchers to deeply understand the dynamics of shirt screen printing training as a creative economic empowerment strategy at the local level.

C. RESEARCH RESULTS

The results of this study show that the shirt screen printing training held in Lempangang Village, especially for Karang Taruna members, had a significant impact in improving the technical skills, entrepreneurial insights, and motivation of the participants to start a creative business. The following are the main findings of this study:

Peningkatan Keterampilan Teknis

Technical skills enhancement is a crucial step in empowering individuals to master practical abilities that can be directly applied in economic activities. In the context of screen printing training, technical skills serve not only as a means to produce quality products, but also as the basis for developing a sustainable creative enterprise. These skills involve various interrelated stages and must be mastered thoroughly in order to produce professional and

market-competitive screen printing products. The following are the technical skills acquired by the participants of the screen printing training in Lempangang Village:



Picture 2. Participants Observe Introduction to Screen Printing Tools



Picture 3. Participants Observe the Screen Printing Process

In pictures 2 and 3, participants are introduced to various tools used in the screen printing process, such as screen printing screen, rack, screen printing ink, and screen printing table. The facilitator explained the function of each tool, how to use it, and how these tools support each other in producing quality screen prints. In addition, participants also witnessed first-hand the practice of the screen printing process, starting from preparing the screen with the design that has been inked, applying ink using a raket, to seeing the final results of screen printing on media such as fabric, paper, or other materials. This process allows participants to understand the stages of screen printing visually and applicatively, so they can learn in a more practical way. By directly seeing each step of the screen printing process, from the preparation of tools to the completion of the print on the media, participants can relate theory to real action. This is in line with the concept of the Cone of Experience theory proposed by Edgar Dale, which states that learning through direct

experience, both through observation and practice, provides a deeper understanding than using only verbal or visual methods¹⁵.

The training process is conducted in stages, starting from understanding basic theory to hands-on practice, which allows participants to master each stage in screen printing production. With a practice-based approach, participants not only gain conceptual knowledge, but also get hands-on experience in creating screen printing products¹⁶. Assistance from experienced trainers during the training helped participants overcome various technical obstacles, such as setting racket pressure or avoiding design errors. In addition to technical skills, the training also provided materials related to the basics of entrepreneurship, such as small business management, marketing strategies, and product innovation. Participants stated that they gained new insights on how to manage a screen printing business as a business opportunity, including strategies for utilising social media to market products.



Picture 4. Direct Practice of Clothing Screen Printing by Participants

At this stage, participants not only observed, but were also directly involved in the shirt printing process. They practised using the screen printing tools that had been explained earlier, from choosing a design, preparing a screen, to applying ink to the fabric using a racket. This hands-on experience provided an opportunity for participants to understand proper screen printing techniques and improve their skills. By being directly involved, participants gained not only theoretical knowledge, but also more in-depth practical

¹⁵ Dina Indriyani, Ucu Rohimah, and Iyep Candra Hermawan, "Analisis Teori Cone of Experience Edgar Dale pada Pembelajaran PPKN dengan Metode Jigsaw 'Warung Hierarki' Pacet," *Integralistik* 35, no. 1 (2024), <https://doi.org/https://doi.org/10.15294/aqcj0f50>.

¹⁶ Rahman Soesilo et al., "Pelatihan Screen Printing Berbasis Produksi sebagai Peningkatan Kompetensi Siswa SMK Di Dunia Industri," *Jurnal Pengabdian Teknik Industri* 2, no. 1 (2023): 31-39, <https://doi.org/https://doi.org/10.37905/jpti.v2i1.21136>.

experience. According to Kolb in Experiential Learning Theory (ELT), learning that involves direct experience allows individuals to learn more effectively because they are actively involved in the process¹⁷. Through this process, participants can be more confident in applying the screen printing skills they have learnt, as well as motivated to continue innovating and developing their screen printing techniques in the future. This opens up opportunities for them to explore their creativity and improve their abilities in screen printing production in a more professional manner.



Picture 5. Direct Practice of Shirt Screen Printing by Participants

Increased Entrepreneurial Insight

The training not only teaches technical skills in the screen printing process, but also provides a strong foundation in entrepreneurship. The participants were taught how to manage the overall operations of a screen printing business, from careful financial planning to efficient raw material stock management. Good financial management is essential to ensure a business can survive in the long run, and avoid losses caused by uncontrolled spending¹⁸. In this training, participants also gained an understanding of the importance of maintaining good relationships with raw material suppliers to ensure smooth and timely supply. In addition, they learnt how to interact with customers in a professional manner, be it in the form of responsive customer service or effective communication strategies to build customer loyalty and expand business networks. With these skills, participants are prepared

¹⁷ Dhea Faustine Wilona, Dadan Darmawan, and Mochamad Ganiadi, "Manajemen Pelatihan Sablon Digital di PKBM Maju Bersama Pandeglang," *Jurnal Ilmiah Profesi Pendidikan* 9, no. 2 (2024): 679-84, <https://doi.org/10.29303/jipp.v9i2.2140>.

¹⁸ Lutfi Alhazami et al., *Manajemen Keuangan: Praktik bagi Wirausaha Pemula* (Jambi: PT. Sonpedia Publishing Indonesia, 2024), https://books.google.co.id/books/about/MANAJEMEN_KEUANGAN_Praktik_bagi_Wirausah.html?id=m5ktEQAAQBAJ&redir_esc=y.

to run a screen printing business in a more professional and structured manner, and be able to survive and thrive in a competitive market.

As a crucial part of entrepreneurship, the training also emphasised the importance of digital marketing, especially in harnessing the power of social media to promote screen printing businesses¹⁹. Participants learnt various strategies to use social media platforms, such as Instagram, Facebook, or TikTok, as tools to introduce their screen printing products to a wider audience²⁰. This training teaches how to create engaging and relevant content to build brand awareness, such as product photos or videos that highlight the quality and creativity of screen printing designs to attract new customers²¹. With social media, small screen printing businesses can access a wider audience without the need for a large marketing budget. Participants were also taught about how to build direct interactions with customers through comment sections, direct messages, or other interactive features, which helps strengthen relationships and increase customer loyalty. In the long run, this approach to marketing through social media helps screen printing businesses to grow and acquire more loyal customers²².

In addition to operational and marketing management skills, the training also equipped participants with knowledge on product innovation, which is key to maintaining the competitiveness of screen printing businesses. Participants were given an understanding of the importance of continuously adapting to changing market trends, be it through screen printing designs that follow the latest styles or creating products that have their own characteristics and appeal. Product innovation includes not only creative visual design, but also the development of screen printing products that are more functional and in line with market needs²³, such as the use of more environmentally friendly materials or more

¹⁹ Saudah Saudah et al., "Optimalisasi Usaha Kecil Menengah melalui Pelatihan Digital Marketing," *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang* 6, no. 3 (2021): 358-71, <https://doi.org/https://doi.org/10.26905/abdimas.v6i3.5366>.

²⁰ Dwi Sukma Donoriyanto et al., "Optimalisasi Penggunaan Media Sosial sebagai Sarana Promosi Online Store pada Pelaku UMKM di Kota X," *Jurnal Abdimas Peradaban* 4, no. 1 (2023): 42-50, <https://doi.org/https://doi.org/10.54783/ap.v4i1.22>.

²¹ Erika Febriati et al., "Optimalisasi Pemanfaatan Limbah Bonggol Jagung untuk Budidaya Jamur Merang bagi Pemuda Desa Tambakmerak Kabupaten Bojonegoro," *Jurnal Abdimas Berdaya: Jurnal Pembelajaran, Pemberdayaan dan Pengabdian Masyarakat* 2, no. 02 (2019): 1-11, <https://doi.org/10.30736/jab.v2i02.1>.

²² Tiyan Fatkhurrokhman Fatkhurrokhman, Wisanggeni Bagus Anggoro Anggoro, and Retno Pangestu Pangestu, "Optimalisasi Sosial Media Pemasaran untuk Meningkatkan Daya Saing UMKM Sablon di Kebumen," *Adima Jurnal Awatara Pengabdian Kepada Masyarakat* 2, no. 4 (2024): 34-41, <https://doi.org/https://doi.org/10.61434/adima.v2i4.246>.

²³ Sujadi Rahmat Hidayat, Sarwono Sarwono, and M Rudianto, "Studi Kasus Kapabilitas UMKM Industri Batik dalam Inovasi Desain Produk," *Jurnal Penelitian Inovatif* 4, no. 4 (2024): 2495-2508, <https://doi.org/https://doi.org/10.54082/jupin.1005>.

efficient screen printing techniques. Participants are also encouraged to think outside the box, creating screen printing designs that are different from existing products on the market, so that their businesses can have added value that makes them more attractive to customers. With technical skills and the ability to innovate, participants are prepared to create screen printing products that not only meet high quality standards, but also suit market tastes, which in turn can improve the competitiveness and sustainability of their businesses.

After attending the training, some participants began to show interest in developing a shirt printing business independently. They realised that the skills they had acquired could be the initial capital to build a sustainable business. Support from the Karang Taruna board further strengthened this motivation, especially with the plan to form a joint business group. This initiative aims to facilitate participants in starting a business collectively, facilitate access to screen printing equipment, and share responsibility for product production and marketing. With this collaboration, it is hoped that the screen printing business can grow faster, create employment opportunities and improve the village economy.

Through verbal speech one participant stated:

'From this training, I learnt the importance of branding and promotion through social media. I am also interested in setting up a small screen printing business with my friends'.

In addition, the mentor at this training also added:

'We not only teach how to screen print, but also provide an understanding of how they can make this a promising business opportunity'.

Overall, this shirt screen printing training made a significant contribution in empowering the youth of Lempangang Village. Not only did it improve their technical skills, but it also established an entrepreneurial mindset that encourages creativity and innovation. The skills acquired through this training are expected to be the first step in developing the village's creative economy, while inspiring the younger generation to continue to innovate in creating independent business opportunities. With support from various parties, such as Karang Taruna and the village community, this pioneering screen printing business has the potential to become a new economic sector that contributes to local welfare.

D. CONCLUSION

The shirt screen printing training conducted in Lempangang Village, especially for Karang Taruna members, has had a positive impact on creative economic empowerment. The technical skills acquired by the participants, such as design and screen printing

techniques, were able to improve their ability to create quality products. This is evident in the participants' ability to produce screen-printed shirts that are not only aesthetically appealing, but also have good market potential, especially among villagers and local communities.

In addition to technical skills, the training also succeeded in improving participants' understanding of entrepreneurial aspects, such as business management, marketing, and branding. Participants began to be interested in developing a screen printing business independently and on a group basis. Support from the Karang Taruna board, as well as plans to provide additional equipment, further strengthened their motivation for entrepreneurship. The success of this training shows that village youth have great potential to innovate and create economic opportunities through creative skills.

However, while the training provided many benefits, some constraints, such as limited tools and materials, still need attention. Nevertheless, the high enthusiasm of the participants and the commitment of the Karang Taruna board to continue the joint venture provide optimism for the sustainability of this programme. Overall, the shirt screen printing training not only enriched the skills of the village youth, but also paved the way for them to become independent entrepreneurs, contribute to the local economy, and create jobs in Lempangang village.

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