

Conference Paper

The Role of the Flannel Flower Bouquet Workshop in Enhancing Creativity and Promoting Entrepreneurship Amongst Orphans

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Abstract

This paper describes the community service program carried out to enhance the creativity and entrepreneurship of orphans in the Assalam Shobuur orphanage. The program was conducted in six days and was divided into two sub-activities: a flannel flower bouquet workshop; and an entrepreneurship workshop focusing on business promotion. The flannel flower bouquet workshop offered tutorials while the entrepreneurship workshop used lecture methods, case studies, and brainstorming. The workshops were run for twenty orphan children who lived in that orphanage, and have successfully improved the subjects' knowledge of entrepreneurship.

Keywords: orphan, workshop, creativity, entrepreneurship

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1. Introduction

(Khoirunnisa, Ishartono, & Resnawaty, 2015) highlighted that rights of education of orphans in orphanages were not sufficiently fulfilled. In a research, Wanto (Wanto, 2011) mentioned that education for children in orphanages could be enhanced through: (1) religious activities to improve personal skills; (2) problem solving trainings to enhance critical thinking skill; (3) improvement of social skills through the family system and tutoring; and (4) improvement of vocational skills through guidance both outside the orphanage and through programs that promote economically-productive skills.

Unfortunately, some orphanages did not conduct activities that specifically enhance children's creativity and financial independence. Creativity is an important aspect in life. Creativity refers to the ability to create something new and different or can be expressed in the form of works (Purwantiningsih & Islam, 2017). In addition to creativity,

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financial independence is also very important for orphanage children because in the future, orphans will no longer live in the orphanage. Every individual needs to learn to deal with various kinds of situations in their life that they are able to think and take appropriate actions in overcoming various problems (Sa'diyah, 2017).

Children who live in orphanages are children who should receive material or non-material assistance. However, they cannot always expect others' support. Instead, they need to attend trainings that help them develop their self-potential to be able to live outside the orphanage (Yansen & Arsana, 2014). Financial independence is a skill that supports their future life. Entrepreneurial attitude must be instilled from an early age. Instilling independence with entrepreneurship can influence the children's mindset, and can develop their creativity, empower children to be independent and capable of making their own business opportunities (Purwantiningsih & Islam, 2017)

Entrepreneurship is a concept about developing and managing a business venture to gain profit (Olivia & Handranata, 2012). Promoting entrepreneurship in children's daily life helps them to think outside the box and develop their talents and skills. Such condition allows them to create opportunities, instill trust and stimulate the economy (theknowledgereview.com, 2020). Therefore, the government has made various efforts to introduce entrepreneurship from an early age through entrepreneurship trainings. This training is mandatory as mentioned in article 27 of Law Number 40 of 2009 concerning Youth Entrepreneurship Development which aims to develop the potential skills and entrepreneurial independence of young generation. It is expected that entrepreneurship training develop the interest in entrepreneurship of children which eventually reduces the rate of unemployment.

Some internal factors influence entrepreneurial success including creativity. Creativity is necessary as it enables a person to make new creative ideas and enhance entrepreneurial motivation (Nurikasari, Bakar, & Hariani, 2016). Apart from creativity, other factor influencing entrepreneurship success is innovation. (Hadiyati, 2011) stated that creativity and innovation simultaneously affected entrepreneurial ability, in which innovation shows stronger contribution. Innovative entrepreneurs have the ability to combine imagination and creative thinking in a systematic and logical manner. This combination is the key to the success (Megawati & Farida, 2018).

Unfortunately, not all orphanages try to develop creativity and foster the entrepreneurial spirit of their children. Therefore, a program that can help increase creativity and increase knowledge about entrepreneurship to foster orphans' entrepreneurial spirit. One way to increase creativity is by creating handicrafts such as bouquet creations. Bouquet is one of the best-selling handicrafts in the market to

complement graduation moments, birthdays, marriage proposal, and so on. Recently, bouquet creations with artificial flowers are higher in demand than real flowers because they are more durable. This is an profitable business opportunity. Besides increasing creativity, such activity educates children to become entrepreneurs as the flowers can be sold. This training is expected to equip children with skills that will be useful in their future as independent people.

2. Method

Regarding the aforementioned background, enhancing the entrepreneurship and innovation should be conducted from an early age, especially among orphanage children who have limited resources regarding non-academic aspect. Therefore, a workshop training on making flannel flower bouquets to foster creativity and an entrepreneurial spirit of orphanage children was held. In this training, a series of activities were carried out to increase provisions for starting a business.

The flannel flower bouquet creation training aims to increase creativity and foster the entrepreneurial spirit of children in Assalam Shobuur Dau orphanage, Malang District. This training particularly trains the children to make several types of flowers from flannel cloth and arrange them into flower bouquets. Another specific objective is to provide knowledge about business management and promotion of business activities through social media.

The training was held from 29 June 2020 to 4 July 2020. Even though it was conducted during the Covid-19 pandemic, the committee and facilitators implemented strict health protocols as required by the government and universities. Every participant was given a package of masks and hand sanitizers. Before starting the training, the committee and facilitators were ensured healthy and they had to carried out hygiene procedures (using masks, keeping physical distance and using disinfectants / hand sanitizers)

The first activity was training on making and arranging 8 kinds of flowers from flannel for 4 days. Evaluation was done by assessing the quality of the flower bouquet. Entrepreneurship and innovation training was administered in 2 meetings with 8 hours each. Participants were taught about materials that promoted their entrepreneurial motivation and helped them find business ideas and designed a business plan. The evaluation was done to assess participants' knowledge about entrepreneurship and innovation. The methods used in the training were:

1. Lectures on inspirational cases and insights in establishing a business based on the ideal theory (yet applicable) and good examples (best practices) in managing business;
2. Case Studies and Group Discussions, in which participants were encouraged to critically discuss some cases and findings in business to improve their ability in making business analysis;
3. Brainstorming which was a creative process for generating ideas related to business experiences and insights;

3. Results and Discussions

Trainings on promoting entrepreneurship need to be provided from an early age, especially to enable children in fostering their creative and out-of-the-box ways of thinking. One of the goals of entrepreneurship training is to prepare orphans to live independently when they leave the orphanage. The workshop on the making of flannel flower bouquet has increased children's creativity and developed their entrepreneurial motivation.

Initially, this program was scheduled to be held on weekends for six consecutive weeks. However, due to the Covid-19 pandemic, the plans changed. The program was held during school holiday for six consecutive days.

On the first day of training, Mrs. Marlyn as the head of the orphanage officially opened the training. In general, the training began with reading prayers, distributing tools and materials, then explaining their functions by the committee and the facilitators. In this training, children were trained to make flower creations with various shapes and sizes. The facilitator distributed the flower patterns to the participants to be drawn on the flannel cloth. The flannel cloth was then cut and arranged into a beautiful flower. For the first experiment, each child were shown an example and were guided intensively. In the next step, they were encouraged to make flowers independently.

On the last day, participants were taught how to make flower bouquets. Making a flower bouquet included the process of decorating and arranging the previously-made flannel flowers into a beautiful bouquet. This process takes a sense of art to make the size and shape go well and look beautiful.

On the day 5, entrepreneurship training was held. In this training, materials on entrepreneurship including definitions, characteristics of entrepreneurial personality, and entrepreneurship planning were presented. Group discussion on those materials



Figure 1: Making Roses from Flannel Cloth



Figure 2: Arranging Flannel Flower Bouquet

were also conducted. At the end of the entrepreneurship training, participants were given time to plan their business to sell the flannel flower bouquet that they made in previous sessions.

On the last day of training, participants were taught about how to promote a business through social media. To promote a business on social media, digital posters or flyers are needed. Digital poster and flyer creation could be made using a free application named Canva. Canva is an easy-to-use design platform for beginners to create promotional tools for businesses. Canva has a variety of templates ranging from social media images

to marketing brochures (deBara, 2020). In this training, participants learned about the contents that should be put in a promotional poster. Participants then learned to create their own promotional poster based on their own business concept.

After the entrepreneurship training, the orphanage children gained fruitful insights to become entrepreneurs as shown by the results of the interviews and surveys with participants. Similar outcome was also found by Sudiyono (Sudiyono, 2015), in which he found 88% of students developed stronger intention to become entrepreneurs after attending entrepreneurship training.

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