



# COMMUNITY ECONOMIC EMPOWERMENT BASED ON LOCAL WISDOM: CIMPA CULINARY KHAS KARO

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## Abstract

The function of the creative economy is to create a new work report. make people more creative. and reduce unemployment and increase community economic growth. This study aims to explain the role of the development of a home industry-based creative economy. by formulating strategies in cimpa marketing and explaining its impact on people's incomes.

Keywords: Economic Empowerment, Creative Economy, Cimpa

## 1. Introduction

The creative economy is a new economic concept, which focuses on the existence of information and creativity that prioritizes ideas and knowledge from humans as the main production factor. The creative economy also requires creativity and Human Resources (HR) as the most important factors of production. In the development of the creative economy, priority is given to products that have characteristics, differences, and uniqueness from other products. This creates a special interest in consumers for these products. Not only characteristic products, but also the development of existing products.

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Because it carries a product that is taken from a characteristic, it is hoped that the product can be remembered by consumers. The creative economy can also be used to maintain the existence of a business coupled with innovation and creation of products that are marketed to consumers. When you already have good innovations and creations, the products to be marketed will later have a special market in the hearts of consumers. Therefore, the creative economy requires an idea or ideas that explore and utilize ideas or thoughts and intellectual property, from one or more people who are engaged and can provide competitiveness and selling value.

From the successful exploitation of these creative ideas that generate selling power, the ability to improve the economy will be obtained, both on a small scale (individual or group) to a large scale (region or even a country). The wave of the creative economy is predicted to help economic growth in Indonesia, where most actors in the creative economy are small and medium-sized businesses.

With the concept of the creative economy which is a concept that is still relatively new, in general, the main objectives of the creative economy are to increase the contribution to the gross domestic product, increase the value of exports, increase the absorption of labor supported by the opening of new jobs, increase the number of competitive companies, especially creative economy, the more directed use of natural resources to utilize the next generation, the creation of economic value that comes from ideas and innovations by utilizing local wisdom and culture, maximizing the area of economic movement to all parts (remote), providing and strengthen the branding of local products or the legacy of a generation.

In practice, small industries are also able to help larger Human Resources (HR) in earning income. Home Industry or so-called Home Industry in the economy also has an important role in the economic development of a country. Because it opens up job opportunities even though it is still within the scope of neighbors or relatives.

Karo is one of the districts in the province of North Sumatra, Indonesia. The district capital is located in the Kabanjahe sub-district. Karo Regency is located in the Karo highlands, Bukit Barisan, North Sumatra. In Karo culture itself, it has one of the characteristics of a sweet cake called Cimpa cake. Cimpa, which is dominated by the sweet and chewy taste of glutinous rice flour, then wrapped in a special leaf called singkut, is a favorite menu for the Karo community. Cimpa cake itself is part of the history of the Karo people that cannot be separated. In line with that, because of the

uniqueness of the Cimpa cake, this product can be used in Creative Economy business practices.

Actually, this Cimpa, is served at Merdang Merdem or called the typical harvest party of the Karo Batak tribe. Cimpa is usually served on the sixth day of Merdang Merdem. Since the changing times. Merdang Merdem is shortened by two days and on the first day, this food can be served. Cimpa cake which is one of the symbols of the culinary culture of the Batak tribe, Karo can provide Creative Economy business opportunities to innovate together. With a little creativity, it is hoped that the community can open up job opportunities and increase selling points.

## **2. Research method**

The method used in obtaining data and collecting data needed in this paper uses qualitative research methods.

Literature Study This study was carried out by looking at and searching for existing literature to obtain data related to the analysis of scientific article writing.

Field research is in the form of site visits and discussions with related parties to obtain the data needed in this scientific article. Data was obtained from observations by interviewing several people related to the cimpa cake. The question that we propose is their income and income from selling cimpas and knowing how much influence the sale of cimpa cakes has in increasing their income. On this occasion, the real work college team of the 35 UINSU 2022 group carried out research activities by utilizing the creative economy system in the form of the Home Industry in developing economic empowerment. We raised one of the typical Karo foods which are usually used as a snack at various traditional events. Namely Cimpa Cake.

## **3. Results and Discussion**

Indonesia is famous for its special foods from each region, one of which is Cimpa or better known as a typical wet cake from the Karo region of North Sumatra, which is a sweet and savory snack that is usually served at celebrations or annual labor parties in all Karo villages or the majority of the Karo population. Besides Merdang Merdem, several traditional events also present cimpa such as weddings, deliberation or also called *perpulungan*, and traditional death events. Usually, cimpa can also be served as a snack. The advantage of cimpa with other cakes is that it lasts longer. On the economy in Indonesia, BPS provides data that in 2021 it states that the per capita expenditure in North Sumatra each month reach 53.19%. This means that the interest

of residents in North Sumatra in their per capita expenditure is very large, so this can be used as a potential for developing culinary businesses. But the advantages and uniqueness of this cimpa can be traded because this is a regional food that is only made by the Karo tribe, and this can also be an inspiration to make a souvenir cake from the Karo people.

Economic empowerment this time is a potential business to improve the economy of the Karo community, especially in Sukajulu Village. Not only in the economic field but also in the culinary field. Cimpa is a favorite menu of choice in every traditional event of the Karo people which can be appointed as a part of the creative economy. This culinary empowerment, if actively engaged, will greatly help people's income because they are busy farming. From the results of observations by conducting interviews, we found that the income of residents who sell cimpa can reach Rp. 300,000 – Rp. 2,000,000/ sale and this depends on the capital used to manufacture the cimpa. So that the gross profit obtained for each sale is greater than the capital used. Usually, cimpa is traded around 30-100 packs/day. So if on one day Cimpa is sold as many as 30 packs for Rp. 10,000/pack, then the results obtained ranged from Rp. 300,000, this shows that the demand for cimpa is very much in demand, but the weakness in this demand is that it is only in demand during traditional events or special days, and cimpa sales are made to meet the funds at the event, although some people also make cimpa making as one of their income. . This is also what causes sales at Cimpa to be very high with very large results.

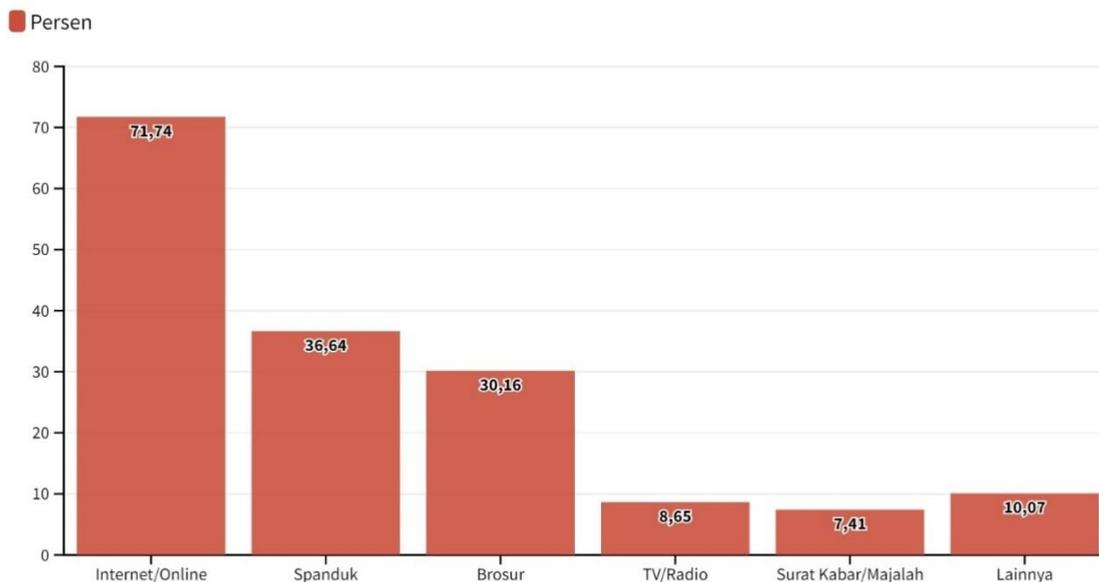
This economic empowerment can improve the skills of residents to create an independent family economy. Processed from chewy glutinous rice flour and coconut roasted with brown sugar, it can be a product that has a selling value. The team also provided a little education related to entrepreneurship in developing a business. With the knowledge, skills, attitudes, mentality, and courage in starting a community entrepreneur in Sukajulu Village, they can have a business and manage a business with the community in Sukajulu Village not only depending on themselves as farmers. In general, cimpa sales are only carried out during traditional events or special days, even so, why is the demand for cimpa increased from sellers, so that sellers who create cimpa demand increase, so that consumers indirectly follow requests made by sellers as if it's a need for consumers. For example, in today's era, demand is not only analyzed by consumers but sellers or producers can create something that interests them so that demand from them arises constantly.

The advantages of empowering the creative economy can be a sideline in increasing income, besides that it can also introduce culture or characteristics to the culinary arts of the Karo people. However, when viewed from the existing environmental conditions, people prefer to focus on farming. So to open a culinary business, especially cakes, is very minimal.

The growth of the national economy in Indonesia has developed through the creative economy, one of which is through the culinary field from various regions that can improve the economy of the Indonesian people. Culinary is closely related to the process of preparing food or cooking which is a basic human activity in meeting the needs of life. Some anthropologists believe that cooking dates back 250 years to when the stove was first invented. Since then, cooking techniques have continued to develop, from every region in the world has its cooking techniques and variations of food. This makes food something that functions as a cultural product. Departing from this understanding, culinary is used as a cultural-based creative industry commodity (Bayumi & Jaya, 2018). This has encouraged the creation of the culinary sub-sector to become one of the fifteen creative economy sub-sectors in Indonesia (quoting from the book Creative Economy: National Culinary Development Plan 2015-2019).

Gambar. 1

Tahun 2020



GoodStats

Sumber: BPS

In the picture above, sales and promotions on food are widely used by means of the internet / online, so this is what supports the increase in the development of the

creative economy. Culinary arts used in Mississippi according to the book *Creative Economy: Indonesia's New Strength towards 2015*, the 2015-2019 National Culinary Development Plan, namely: Subset of the food preparation industry in which aesthetics and creative content are what attracts customers and generates higher prices (part of the industry food providers where aesthetics and creativity are the main things that attract consumers and cause high prices to be possible), therefore Indonesia has the opportunity to develop its culinary arts into a creative economy that synergizes with the goal of national economic growth. So this cimpa can be one of the culinary that can be promoted through the internet, because the potential of the internet in promoting culinary every year continues to increase so that it becomes dominant in the marketing system. But basically cimpa cakes are not the livelihood of the Karo tribe, they sell cimpa usually by doing bazaars on big days or special days. So that the marketing system they do is still classified as other marketing systems or marketing systems by coming to the homes of local residents or in ordinary markets, with the contents of 1 pack ranging from 1-4 cimpa with a selling price of Rp. 10,000/ pack. The creative economy has long been proclaimed as an economic movement that originates from local communities as economic actors, so that people are required to have optimal creativity and perseverance to be able to achieve national growth goals.

So far, cimpa products are only traded during big events, so the promotion used to sell cimpas is by using local youth and saying "this is our own product" so that consumers buy because they appreciate what these young people have made, they are also marketed in churches. churches around the area and also because they are only occasionally sold, the sale generates a lot of profit, and this cimpa can be used as a creative economy developed by MSMEs which is attempted as an inheritance of national identity because this food is a traditional Karo food. These things have become a habit for them so that this continues, this also means that the closeness of brotherhood and support for the Karo tribe towards each other is very close, even the strength of mutual respect for their traditional food is very close. The contribution of the creative economy sector to Indonesia's economic development includes increasing GDP, employment, increasing exports, opening new and renewable business fields and creating impacts for other sectors (Be Kraf, 2016). Universally, the creative economy also provides social impacts such as improving the quality of life, equitable distribution of welfare, and increasing social tolerance. Another impact

caused by the creative economy is to create a renewal of knowledge-based resources, communities, and green communities (Be Kraf, 2016). Seeing the development of creative activities that are increasingly being rolled out in various regions accompanied by the increasing enthusiasm of various cities and regions to become creative cities, cimpa food can also be developed and packaged in the form of a creative economy so that public interest increases in cultivating it. The Karo tribe can also indicate that the creative economy has played a role in national economic activity so that it can be utilized in such a way in the sale of this cimpa cake. Each region/region in general has potential products that can be adopted and developed, including in the world of education (Sukardi, 2017). It is the uniqueness or peculiarity of local products that must be the point then added an element of creativity with a touch of technology. In addition, there needs to be special training that can improve the community's ability to develop their ideas (Moenada & Riofita, 2018).

#### **4. Conclusion**

Based on the above discussion, it can be concluded that the creative economy has long been proclaimed as an economic movement that originates from local communities as economic actors, so that people are required to have optimal creativity and perseverance to be able to achieve national growth goals.

The advantages of empowering the creative economy can be a sideline in increasing income, besides that it can also introduce culture or characteristics to the culinary arts of the Karo people.

The growth of the national economy in Indonesia has actually developed through the creative economy, one of which is through the culinary field from various regions that can improve the economy of the Indonesian people. Indonesia has the opportunity to develop its culinary arts into a creative economy that synergizes with the goal of national economic growth.

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