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THE MAKING OF SUN FLOWERS AS THE CREATIVITY OF STKIP SINGKAWANG STUDENTS

Rika Wahyuni¹⁾, Melyani²⁾, Mega Selvi auliana Sari³⁾, Reza Safitri⁴⁾

1) STKIP Singkawang, Singkawang, Indonesia

E-mail: rikawahyuni142@gmail.com

2) STKIP Singkawang, Singkawang, Indonesia

E-mail: melyani990626@gmail.com

3) STKIP Singkawang, Singkawang, Indonesia

E-mail: megaselviaulianasari@gmail.com

4) STKIP Singkawang, Singkawang, Indonesia

E-mail: safitrireza33@gmail.com

Abstract

The management of used goods needs to be improved in order to reduce pollution and contamination. The largest source of waste comes from settlements, which 75% consists of organic waste and only 25% inorganic waste. Inorganic waste management is still very minimal. Inorganic waste is very difficult to degrade and cannot even be degraded at all naturally, therefore a very large area is needed to compensate for the production of this type of waste. One of the most common inorganic waste found in the community is a plastic straw. Plastic straws are a drinking aid that is only used occasionally and in turn, increases the amount of waste available. Plastic straw waste in Singkawang City is one of the elements causing pollution that is not easily broken down because it is made of inorganic plastic. Plastic straw waste in Indonesia reaches more than 93.2 million per day, because of its large potential, it would be better if this plastic waste is used as a product and creativity in order to organize plastic waste properly, so that plastic really supports people's economic life community.

Keywords: Garbage; Inorganic Waste; Plastic Straws; Creativity

Introduction

Changes in patterns and lifestyles and lifestyles of people who are influenced by the development of technology and communication greatly affect human attitudes towards the surrounding environment. Changes in patterns and lifestyles that are influenced by developments in technology and communication have led to very complex environmental problems such as floods, landslides, hurricanes, etc. If we talk about humans in relation to the human environment, humans are a member of the ecosystem that has a certain function and position, then we have to define it in a certain way. One of the definitions that describes the relationship between humans and their environment is as proposed by S. Kaplan and R. Kaplan (1989), namely humans are social beings with sensible minds.

As human beings with common sense, humans always want to use their common sense, but not always able do it. The most influencing factor in realizing his common sense is

the situation and environmental conditions. In Indonesia, many people have known that preserving the environment is very important, over time and increasing pollution and the occurrence of many natural disasters. There are still many people who make this only knowledge, not applied to life. Around us, used goods such as used straws are familiar to us. So that we pour the idea of making creations with dasaer materials from used straws into attractive flower decorations so that they can become something that has a higher price. Seeing the potential of the surrounding environment, it is still very rare to create used pipettes into objects that are useful and have more selling value.

These recycled straws are presented in the form of flowers which is why we expect customers to give them a try. This business venture can be said to be quite promising because there are still few competitors in this business, especially in the city of Singkawang.

METHOD

Before carrying out this effort, we will prepare a design which is divided into stages as follows:

1. Preparation Stage

To start this business, there are several things that we have to prepare, namely:

a. Business location

The location for making this Sunflower Creation with Straw will be in Singkawang.

b. Prepare the straws and tools needed

The material that needs to be prepared in making sunflower creations with straw is because the straw is the main raw material in making sunflower creations. The tools needed must also be prepared to support the making of Sunflower creations with Straws.

2. Production Stage of Pistil Making

- a. To make a pistil, select the black colored straw then cut each straw into 5cm.
- b. Thread the needle hole and thread the straw together
- c. Tie the straw tightly and pull it using black thread to form a circle.
- d. Make a dead knot so that the shape of the pistil doesn't change anymore.
- e. Tidy up the tied straw
- f. Cut the ends of the straw diagonally
- g. Repeat these steps until the needs of the pistil are met

3. Petals Making Stage

- a. To make the petals, select yellow straws then cut the straws into 13 cm each.
- b. Thread the needle hole and thread the straw together
- c. Tie the straw tightly and pull it using black thread to form a circle.
- d. Make a dead knot so that the shape of the petals doesn't change anymore.
- e. Tidy up the tied straw
- f. Cut the ends of the straw diagonally
- g. Repeat these steps until the needs of the pistil are met

4. Interest Making Stage

- a. After the pistil and petal are made, combine the petals into 3 levels and tie them using black thread.
- b. Then tie 1 pistil above the 3 levels of the petals.

5. Leaf Making Stage

- a. Select the green straw, then cut it into 2 pieces
- b. Cut out the inner straw and taper the end of the straw
- c. Then the straw using the key to form like a leaf.

6. The final stage

- a. Attach the wire to the flower gap as a stem
- b. Once attached, the wire stalk is wrapped around using a leaf isolative and while wrapping the leaves that have been made.
- c. Then take the wood and rewind the leaf isolative as a stem
- d. Then unite a series of flower stalks to the stem.
- e. After all the flower arrangements are put together
- f. Stick the end of the stem into a pot that is already filled with sand.

7. Promotion Stage

Promotion can be done in several ways including direct promotion to prospective buyers, entrusting it to shops and through social media.

8. Marketing Stage

We started marketing by directly offering products to prospective buyers, then we also marketed products through social media to expand marketing.

RESULTS AND DISCUSSION

General Description of Business Plan

The total amount needed to make a sunflower creation with a straw is:

1. The calculation of making sunflower creations with straw

a. Initial capital

Table 1. Initial Capital

Initial Capital	Costs
Making sunflower creations with a straw	Rp. 134.500,00
Total Capital	Rp. 134.500,00

b. Production cost

Table 2. Production cost

No.	Consumables	total	Price	Total price
1.	Yellow straw	2 pak (1 pak =100 pcs)	Rp. 6.500,00	Rp. 13.000,00
2.	Green straw	1 pak (1 pak =100 pcs)	Rp. 6.500,00	Rp. 6.500,00
3.	Black straw	2 pak (1 pak =50 pcs)	Rp. 5.000,00	Rp. 10.000,00
4.	Wire	1 ons	Rp. 27.000,00	Rp. 27.000,00
5.	Leaf isolative	2 roll	Rp. 7.000,00	Rp. 14.000,00
6.	Black thread	1 roll	Rp. 4.000,00	Rp. 4.000,00
7.	Glue wax	2 stem	Rp. 1.000,00	Rp.2.000,00
8.	Candle	1 stem	Rp. 1.500,00	Rp. 1.500,00
9.	Gas lighters	1 pcs	Rp. 2.500,00	Rp. 2.500,00
10.	Flower pot	1 pcs	Rp. 9.000,00	Rp. 9.000,00
11.	Wood	Adjust	-	-
12.	Sand	Adjust	-	-
13.	Stone	Adjust	-	-
Total consumable costs				Rp. 89.500,00

c. Equipment costs

Table 3. Equipment cost

Equipment					
No.	Description	Unit	Information	Price	Total
1.	Scissors	3	piece	Rp. 6.000,00	Rp. 18.000,00
2.	Needles	1	card	Rp.2.000,00	Rp.2.000,00
3.	Pliers	2	piece	Rp.12 .000,00	Rp. 25.000,00
4.	Keys	3	piece	-	-
Total cost of supporting equipment					Rp. 45.000,00

2. Budget

Table 4. Summary of Expenses Budget

No	Type of Expenditure	Cost (Rp)
1.	Equipment	Rp. 45.000,00
2.	Consumables	Rp.89.500,00
Total		Rp.134.500,00

3. Schedule of Activities

Activity Schedule Table 5

Table 5. Schedule of Activities

No.	Details of activities	Bulan ke - 1				Bulan ke - 2				Bulan ke - 3			
		1	2	3	4	1	2	3	4	1	2	3	4
1.	Proposal creation	■											
2.	Procurement of equipment		■	■									
3.	Procurement of promotions				■	■							
4.	Product trials						■	■					
5.	Product manufacturing process								■	■	■		
6.	Product marketing											■	■

4. SWOT analysis

Market opportunities with bright and promising prospects previously did not have competitors who played in this type of business. So that it opens up opportunities for us as business actors making sunflower creations with a straw. We also performed the SWOT analysis as follows:

Table 6. SWOT analysis

<i>Strength</i> (Kekuatan)	<ul style="list-style-type: none"> - Can be produced by yourself - Raw materials are easy to get - Economical Product Prices - Utilizing a straw that is still made of raw material which is made into sunflowers.
<i>Weakness</i> (Kelemahan)	<ul style="list-style-type: none"> - No experience making Sunflower Creations with Straws - It took a long time to make Sunflower Creations with Straws
<i>Opportunity</i> (Peluang)	<ul style="list-style-type: none"> - Have bright and promising prospects - Opportunity to dominate the market - The creation of a straw that has a unique aesthetic value.
<i>Threat</i> (Ancaman)	<ul style="list-style-type: none"> - There are competitors who sell similar products at lower prices

CONCLUSION

From the various explanations above and the exploration process carried out, several things can be concluded:

In the utilization of plastic straw waste which is used as sunflower products, it provides added value to the plastic straw waste itself.

In preparing a product design it is divided into several stages, namely, the preparation stage, the production stage for making pistils, the making of petals, the making of flowers, the making of leaves, the final stage, the promotion stage and the marketing stage.

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