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## MAKING A TISSUE HOLDER DECORATED WITH SAND

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### Abstract

The tissue holder that we made is used to store tissues, so they look more attractive and tidy. This tissue holder is usually used as a complementary decoration on the living room table. The tissue holder that we made is made of thick cardboard or commonly called board paper, which is decorated with sand mixed with brown food coloring and white fox glue, so that the tissue holder doesn't look plain, so it can make the tissue holder more beautiful and attractive. when created with the sand. The tissue holder that we make is also cheap and maybe this item is often heard from among the public. However, rarely do anyone make it decorated with sand, so we will try to make a tissue holder. The materials we use are readily available and cheap. The thing that is needed in making a tissue holder is creative. With creativity, unique and funny shapes will be created. From this tissue holder that we make, it is used for decoration and other uses. Adding added value to these objects so that they have high economic value and can become a business opportunity. By utilizing existing materials or objects, it can create or create a good and unique work that can be of high value and economic value. This tissue holder is useful as decoration and other uses. Apart from being an artistic value.

**Keywords:** Sand decorated tissue holder

### Introduction

Even though our craft is just a simple tissue holder, we add colorful sand to add to the beauty of the tissue holder and by processing handicrafts with sand, we can create sand in various variations, not only for home-making materials and so on, but also can be used as a craft that can develop creativity and generate money. Crafts are handicrafts that produce artistic quality goods, so in the process they are made with a sense of beauty and with pure ideas so as to produce quality products that have a beautiful and attractive shape (Suprpto, 1985:16). This tissue box looks very simple but has a much more expensive value.

The unique thing about the tissue holder that we made is that the price is cheap, which is IDR 70,000 per box and maybe this item is often heard from among the public. However, it is rare for someone to make it decorated with sand, so we will try it here.

Our target market is teenagers, students and university students. We determine our marketing location later through social media and our closest friends because it is more effective. We will market our products on our social accounts. And we will offer it to friends around our environment. Internet and social media use is quite high, there are around 15 percent internet penetration or more than 38 million internet users (Nasrullah, 2015:8).

The location of the business is very important and very supportive for the development or failure of a business in the future. In determining the location of our business, we choose the available social media as well as in residential and campus areas. Here we describe the tools and materials we use in making this tissue holder.

## **Research Methods**

### **A. Environmental Observation**

The first thing to do is make direct observations of the environment around us. The purpose of observing the surrounding environment is to look for business opportunities that can develop well in the future. Because people around us prefer to use cellphones or gadgets, therefore we think our products are more effective when sold via social media. There are three main functions of the mass media, namely providing information, providing education, and entertaining the public (Subiakto, 2012:179). Apart from that, we can also market our products around our environment.

### **B. Making Business Planning**

The next step after getting the idea to set up a business is to make a business plan. In this business planning, it explains the business background, type of business, business location, marketing strategy for the schedule of activities, sources of funds, estimated costs required, revenue, and the benefits that will be obtained. In addition, it also includes a business feasibility analysis that we will carry out.

### **C. Marketing Strategy**

Our group's marketing strategy is to support the success of our business:

- a. Make a tissue holder decorated with sand.
- b. Selling products at prices that are affordable to the public.
- c. Offering products online and also directly to colleagues or classmates.

### **D. Tools and Materials**

No	Tool	Material
1	Spoon	White Sand
2	Basin	White Fox Glue
3	Ruler	Yellow Fox Glue

4	Pencil	Board Paper
5	Cutter Knife	Water
6	Plastic Glaze	Food Coloring (chocolate)
7	Eraser	

**Results and Discussion**

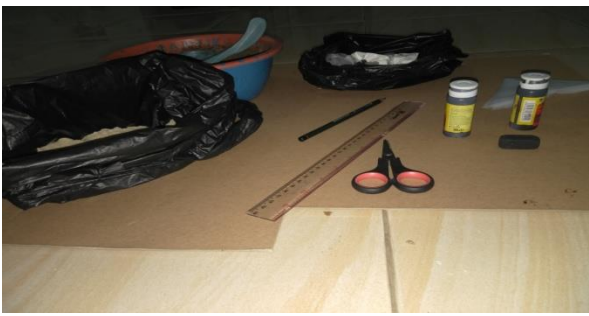
**A. Business Preparation**

The business preparation referred to here is to prepare all the equipment needed to start this tissue place business, including how to design the promotional media that will be used.

**B. Starting A Business**

As for the next, we will explain the ways of making this tissue holder decorated with sand. That is :

1. First of all prepare the tools and materials.



2. Draw a rectangular pattern on thick cardboard, then cut the pattern using a cutter knife.



3. After that, the pattern that has been made is cut using a cutter knife, after that apply glue to each of the patterns and make the pattern into a block, and don't forget to leave the lid in a rectangular shape as shown in the image below.



4. After that, prepare the sand then sift the sand.



5. Next, mix the sifted sand with white fox glue, water then stir until blended.



6. Mix the brown coloring into the sand mixture then stir until blended.



7. After that apply the dough that has been given the color to the box that has been prepared earlier and spread until neat.



8. After all the boxes have been coated with sand dough, then give the tissue box carvings (according to your creation), which aims to beautify it.



9. Finally, the tissue holder is ready to use.



**C. Place Of Business**

The products that we market, through social media and offer them in our neighborhood, for example, in schools, markets and other crowded places.

### **Research Implications**

In life there are many challenges in life that must be overcome, faced and even resolved. Covers the challenges of competing in a physical and mental state. This is a matter of fulfilling both spiritual and physical needs. Based on increasingly advanced, modern times and competition to meet increasingly rapid needs. It is said that business is only a small part of the intention which will later take shape as you wish or just wishful thinking. For this reason, the main thing in making a successful and satisfying business is needed a concept in the form of this proposal. Multi disciplinary aspects of entrepreneurship education, its commitment to promote creatively (Kurniati dan Dwi, 2017:8).

The high level of public awareness of the issue of global warming, indirectly affects consumer interest in starting to switch to products that are of course environmentally friendly. This condition is used by the craftsmen to compete with each other to create various kinds of recycled crafts to attract the interest of their consumers. And one of them is like the sand we are going to make into a tissue box, it looks very simple but has a much more expensive value. This means that even though our craft is just a simple tissue holder, we add colorful sand to add to the beauty of the tissue holder and by processing handicrafts with sand, we can create sand in various variations, not only for home-making materials and so on, but also can be used as a handicraft that can develop creativity and generate money.

### **Conclusion**

The handicraft that we make here is a tissue holder decorated with sand. The tissue holder that we made is made of thick cardboard or commonly called board paper, which is decorated with sand mixed with brown food coloring and white fox glue, so that the tissue holder doesn't look plain, so it can make the tissue holder more beautiful and beautiful. interesting when created with the sand.

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