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ECONOMIC CREATIVE BY USING PAPER

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Abstract

The increasing number of people raises a lot of problems, one of them is unemployment. Especially for educated people who can not directly get a job. One of the solutions is to exploit waste and create a value handicraft without having to spend a large capital. Utilization of waste is by making the creation of paper or paper quilling, art creations from paper quilling that are very interesting public attention. Different with other paper crafts such as origami and papercraft, the popularity of quilling paper is not so popular due to its complex manufacturing process. The sale value of each product is depending on the level of the difficulty. the product can be useful for many people such as wall clock, sleep light, flower, wedding dowry, alphabet, animal character, 3D character and many other products that can be produced from quilling paper or other waste materials that economical value for marketable.

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Key-word: - Economic Creative, Paper Quilling

1. Introduction

Since the 17th century the art of rolling paper is already known in European countries called of paper filigree or roll work. In those days, France and Italy used the art to decorate the religious ornaments performed by the monks. In England, this art is also known since the Victorian era, the time of King George III. It was said that the princess's daughter was very fond of this art so that later renowned his roll work. From the Continent of Europe, this art then developed rapidly to the American continent. Its was not limited to religious ornaments, but has begun to be used to decorate various objects, such as furniture, trays, jewelry boxes, and coasters. In the mid-20th century, this art was later widely known by the public. The art lovers and handicrafts then develop it to create a beautiful new design and used for decoration on the cards and frames and other shapes. The purpose of this paper quilling is to be creative by pouring ideas in paper with miniature objects Masjid Raya Medan in order to introduce one of the icons from the city of Medan. In addition to develop paper quilling skills.

2. Literature Review

2.1 Entrepreneurship

Savary (1723) Entrepreneur means the person who buys the price certainty, even though the person does not know how much the item is sold. Kasali (2010) Entrepreneurship is the point to act because all activities begin through the mind. Kasmir (2006), Entrepreneur is a brave person who takes risks to open a business on various occasions. Suharyadi, dkk (2007), Entrepreneur is someone who creates a business that is faced with risks and uncertainties to gain profit and grow a business by recognizing opportunities and utilizing necessary resources. Nitisusastro (2012) One of the keys to success for business actors is to understand clearly the needs and desires of its customers. By understanding the needs and desires of consumers, the business actor can establish, run and control the marketing strategy appropriately.

According to Surayana (2008) that entrepreneurship is a discipline that studies about the values, abilities, and behavior of a person in facing life's challenges to obtain opportunities with various risks that may be faced. According to Hendro and Widhianto (2006), there are five important stages if you want to become an entrepreneur that is; decision, start, build a business, promote, operate and realized what will be sold or offered to consumers. Based on the understanding of the experts above, it can be concluded that entrepreneurship is a process whereby a person performs an activity in running a business, and has a tenacious nature, responsible and must be able to continue to innovate in running a business and have a strategy in marketing, a good product to be able to compete with other entrepreneurs.

2.2 Paper Quilling

Firyani (2012) Paper Quilling is creations are presented through a paper that can be done by self-taught. Elen (2012) Paper Quilling is the art of rolling paper into various shapes like wall decoration, card decoration and display in glass bottle. Lasmini (2012) Paper Quilling is one of the art that uses paper as the main media. Paper quilling is easy to do, simple, but this art is very unique. Based on the understanding of the experts above, it can be concluded that paper quilling is the art of rolling paper into various forms in want and activities that can be done by anyone and economic value

2.3 Creative Economy Of Paper

Paper quilling is the art of rolling paper, the result is arranged in such a way as to produce a beautiful and interesting shape. Many things can be made by hand quilling paper such as wall clocks, greeting cards, decorative lights and as a display in an attractive frame like a miniature object Masjid Raya Medan. This activity can also be an inspiration if you want to start a new business because many enthusiasts from this craft. Opportunities to pursue the paper quilling business is very large in addition to the complexity of difficulty that is complicated and requires patience in the manufacture of goods used are also easily obtained.

3. Method

3.1 Production Method

Quilling paper (paper with a small size length) is usually measuring 3 mm to 9 mm. This paper is available in pre-packaged form or we can use A4 color paper weighing 80 grams instead of quilling special paper. A4 paper cut by using a cutter in accordance with the desired size.



Figure 3.1 A4 Color Paper

Bobby pin serves to clamp the paper at the start of making a paper roll to simplify the making or can use quilling needles. But for the use of bobby pins try with a pointed tip to facilitate the roll of paper to be drawn.



Figure 3.2 Bobby Pin

Special roll or quilling mate. Similar to bobby pins, this tool is also not absolutely necessary. Circular tool with varying diameter. Used to print results from rolls of paper that are made to size can be uniform in large quantities.



Figure 3.3 Rolls

Glue is used to glue the end of a roll of paper that has been made or to paste it on the media to be inlaid (on the plywood board as the basis of making the object)



Figure 3.4 Glue

Scissors and cutter are used for cutting paper used in making sheets of paper.



Figure 3.5 Scissors and Cutter

Pencils are not absolutely necessary because pencils are only used to create archetypes of objects. And combs are used to help in making some shapes like leaf shape



Figure 3.6 Pencil and Comb

The end result of making this quilling paper can be used as wedding dowries, gifts, home accessories and other accessories. The selection of miniature objects Masjid Raya Medan is as one of the icons of Medan. In the manufacture of materials used are also easily obtained such as used plywood, paint residue, and various other colorful papers.



Gambar 3.7 The Result of Miniature Objects Masjid Raya Medan

3.2 Sales Method

Sales method is usually done by promoting merchandise directly or online based. In the present era has many applications that make it easy for manufacturers to be able to market their merchandise to consumers such as displaying merchandise to online sites Instagram, Line, BBM, or on applications such as Lazada, Shopee, Tokopedia, Bukalapak. This way can be done to save costs in marketing

4. CONCLUSION

The rapid development of the era gives a big influence on the economic, one of them is the creative economy such as paper quilling which is discussed in this journal, paper quilling gives many positive impact for economic growth because it opens business opportunity especially for the students who have completed the lecture, but not yet get a job. There are still many business opportunities in this case by utilizing waste materials in addition to help in reducing waste.

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