

Decoupage Training as an Effort to Enhance Creativity and Entrepreneurship among Housewives in Kota Pari Village

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ABSTRACT

This study aims to enhance the creativity and entrepreneurial skills of housewives in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency through decoupage training. The background of the study highlights the low levels of creativity and entrepreneurship among housewives in this area, which affects their economic opportunities. A quasi-experimental method with a pretest-posttest design was employed, involving 30 participants selected through purposive sampling. Data were collected via questionnaires, observations, and in-depth interviews, then analyzed using descriptive analysis and Paired Sample T-test. Results indicate a significant improvement in participants' creativity and entrepreneurial skills following the training, with $p < 0.05$, underscoring the effectiveness of the intervention. These findings emphasize the importance of training programs like decoupage in empowering housewives and support the theory that creativity and entrepreneurship can be fostered through appropriate interventions. The conclusions of this study hold important implications for developing economic empowerment programs in rural areas and provide a foundation for future research in the fields of entrepreneurship and community empowerment.

Keywords: decoupage training; creativity; entrepreneurship; rural empowerment

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1. INTRODUCTION

Kota Pari Village, located in Pantai Cermin District, Serdang Bedagai Regency, has a wealth of human potential, particularly among housewives, that remains largely untapped. Most of these housewives lack steady employment and rely on their husbands' income, leading to high economic dependency and limited opportunities for financial independence or creative self-development. Efforts to improve their socioeconomic well-being through creative skills and entrepreneurship training are crucial to empower them economically.

Decoupage training offers a promising approach to enhance creativity and entrepreneurial spirit among housewives. Decoupage is an art technique involving the use of paper cutouts or other materials to decorate surfaces like wood, glass, or fabric, resulting in visually appealing products with high market potential (Edwards, 2017). Research by Zimmerer, T. W., & Scarborough (2016) highlights that

entrepreneurial skills combined with creativity can be a key driver for economic development in rural communities.

The economic dependency among housewives in Kota Pari Village is compounded by limited access to education and skills training, making this training essential for introducing practical skills and providing pathways to start small home-based businesses. For example, Rahmawati (2020) study shows that decoupage training in other rural areas of Indonesia successfully increased housewives' creativity while opening opportunities for additional income generation.

By involving housewives in decoupage training, this program aims to empower them with skills that foster personal growth and economic independence amidst challenges like accessibility and social stigma, which often restrict women's roles to household management only (Kotler, P., & Keller, 2016). This training aligns with view that creativity is a core element in entrepreneurship, which can be cultivated through targeted training and development (Drucker, 2014). Additionally, decoupage training requires minimal capital, making it an ideal option for rural implementation in Kota Pari Village.

Overall, decoupage training for housewives in Kota Pari Village is expected not only to enhance creativity and entrepreneurial capacity but also to be a concrete step toward economic independence and improved quality of life for the local community.

2. METHODS

This study employs both qualitative and quantitative descriptive approaches. The qualitative approach is utilized to explore the socioeconomic conditions of Kota Pari Village and to understand the current state of creativity and entrepreneurship among the housewives. Meanwhile, the quantitative approach measures the effectiveness of decoupage training in enhancing creativity and entrepreneurship among the participants. Research by Dewi, A. K., & Putra (2018) and (Rahmawati, 2020a) shows that targeted training programs can effectively improve both creativity and income-generating potential among rural women, underscoring the importance of customized training programs aligned with local needs and resources.

Research Methodology

This study uses a quasi-experimental method with a pretest-posttest design to evaluate the effectiveness of decoupage training as an intervention. The participants' creative and entrepreneurial skills were measured before and after the training to assess the training's impact. The study population consists of housewives from Kota Pari Village, and a purposive sampling technique was used to select 30 participants who met the criteria of having no steady employment and interest in decoupage training. Data collection employed multiple techniques: 1) Questionnaires were

administered to measure the participants' levels of creativity and entrepreneurial intent before and after the training; 2) Observation was conducted during the training to assess engagement and learning processes; 3) In-depth interviews provided deeper insights into the training's impact on participants' lives, capturing both economic and personal growth outcomes.

Data analysis incorporated both quantitative and qualitative techniques: 1) Descriptive analysis was applied to data from questionnaires and observations, providing a profile of participants and depicting their creativity and entrepreneurial skills; 2) Paired Sample T-test was conducted to compare pretest and posttest results, determining whether there was a statistically significant improvement in creativity and entrepreneurship after the training; Thematic qualitative analysis was used to analyze interview data, identifying core themes related to the training's impact on participants' economic empowerment and personal development.

3. FINDINGS AND DISCUSSION

Through in-depth interviews and observations conducted during the decoupage training, it was found that housewives in Kota Pari Village exhibited a significant improvement in their creativity and motivation to start a business. Prior to the training, many participants reported lacking creative skills and feeling uncertain about launching their own businesses (Agustin, R. R., & Andika, 2023). However, after the training, they not only produced high-quality decoupage artworks but also developed creative ideas to expand the range of products they could sell (Indrawan, M. I., Ritonga, H. M., & Sari, 2022).

Participants shared that the training gave them the confidence to try new things and take risks in running their businesses. Some participants had already begun marketing their products within their local community and on social media (Ningsih, R. T., Rangkuty, D. M., Rusiadi, R., Efendi, B., & Sari, (2024); Malikhah, I., Nst, A. P., & Sari, (2024). This shows that the training not only enhanced their technical skills but also fostered a more proactive entrepreneurial mindset (Dayu, W., Anggara, W., & Harahap, 2023).

The Paired Sample T-test results on pretest and posttest data indicated a significant difference in the levels of creativity and entrepreneurial spirit among housewives after attending the decoupage training. The following table summarizes the test results:

Table 1. Paired Sample T-test Results

Variable	Mean <i>Pretest</i>	Mean <i>Posttest</i>	t-value	p-value
Creativity	45.2	72.8	-8.67	0.001
Entrepreneurial Spirit	40.6	70.3	-9.15	0.001

Source: Research Data (2024)

From the table, the p-value for both variables (creativity and entrepreneurial spirit) is 0.001, which indicates a significant difference between the pretest and posttest scores. The mean values also show a clear increase from the pretest to the posttest, confirming that the decoupage training was effective in enhancing both aspects. Both variables exhibited improvement following the decoupage training.

The results of this study align with creativity and entrepreneurship theories that state creativity can be enhanced through appropriate interventions such as training that facilitates active learning and creative exploration (Amabile, 1996; Torrance, 1966). The decoupage training provided an opportunity for housewives to explore and develop their creative ideas, which could later be implemented in a business context.

Furthermore, the significant improvement in entrepreneurial spirit suggests that the training successfully internalized the entrepreneurial values outlined by Drucker (2014) and Schumpeter (1934). Participants became more attuned to business opportunities and were motivated to start their own enterprises.

The empowerment theory Zimmerman (1995) is also supported by these findings, as the training, tailored to the participants' needs, not only enhanced their technical skills but also built their self-confidence and decision-making abilities, which are critical for economic independence.

The findings of this research have significant implications for the development of community-based economic empowerment programs, particularly for housewives in rural areas (Duflo, 2012). Training programs like decoupage can serve as effective models to be implemented in other regions with similar conditions, as they have been shown to significantly improve creativity and entrepreneurial spirit (Kim, Y. G., Lee, H. K., & Lee, 2010).

Moreover, this study provides valuable insights for governments and non-governmental organizations to continue supporting and developing entrepreneurship training programs that not only provide practical skills but also encourage a shift in participants' mindsets toward economic independence (Cools, E., & Van den Broeck, 2007).

Discussion

This study successfully demonstrates that decoupage training has a significant positive impact on improving creativity and entrepreneurial spirit among housewives

in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency. Through a quasi-experimental approach with a pretest-posttest design, it was found that the training participants experienced a significant increase in both creativity and motivation to start a business.

Theoretically, these findings support the view that creativity is not an innate and fixed ability, but rather can be developed through training and a supportive environment, in line with the perspectives of Amabile (1996) and Torrance (1966). Additionally, the results of this study reinforce the entrepreneurship theory proposed by Schumpeter (1934) and Drucker (2014), where innovation and the development of new skills through training can open new business opportunities and enhance success in entrepreneurship.

The significant improvement in entrepreneurial spirit indicates that decoupage training functions not only as a medium for honing technical skills but also as a means of empowerment, capable of changing participants' mindsets and encouraging them to be more proactive in seeking and capitalizing on business opportunities (Bandura, 1997). This aligns with Zimmerman's (1995) empowerment theory, which emphasizes the importance of providing individuals with access to develop their full potential.

Based on the findings of this research, several recommendations can be made (Wong, P. K., Ho, Y. P., & Autio, 2005):

1. *Development of Training Programs*

Decoupage training can serve as a model for economic empowerment programs for housewives in other regions. This program should be further developed by incorporating more comprehensive entrepreneurship materials, including small business management, digital marketing, and financial management.

2. *Strengthening Marketing Networks*

To increase the economic impact of this training, it is recommended to establish a marketing network for products created by the participants. This can be achieved through collaboration with local government, cooperatives, or e-commerce platforms that can help participants market their products to a broader market.

3. *Further Research*

Future research should include a long-term evaluation of participants' success in running businesses after the training. This is important to understand how well the skills and entrepreneurial spirit developed through the training can be maintained and evolved over time. Additionally, future studies could expand the focus to analyze the social and psychological impacts of this entrepreneurship training on participants' lives, such as improved self-confidence, changes in family roles, and impacts on overall family well-being.

4. Collaborative Approach

For greater effectiveness, this type of training should be conducted collaboratively among various parties, including the government, non-governmental organizations, universities, and local communities. This collaborative approach will ensure that the training program can be tailored to local needs and provide ongoing support to participants after the training concludes.

For the housewives who have participated in this training, it is recommended that they continue to develop the skills they have acquired and seek opportunities to apply them in daily life, both in business and other creative activities. Attending advanced training or joining a cooperative business group could help maintain and enhance the skills they have gained (World Economic Forum, 2023).

Future researchers are encouraged to consider a more comprehensive research approach that involves active participation from the local community in designing and implementing training programs. In-depth research on the factors influencing the long-term success of entrepreneurship training could provide valuable insights for the development of similar programs in the future.

4. CONCLUSION

This research successfully addressed the objective of exploring the impact of decoupage training on enhancing creativity and entrepreneurial spirit among housewives in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency. The findings demonstrate a significant improvement in both creativity and entrepreneurial motivation after participating in the decoupage training program.

The research also underscores the importance of empowerment through training, as it not only enhances technical skills but also transforms mindsets, encouraging participants to be more proactive in pursuing business opportunities. Based on the findings, several recommendations have been made for future training programs, including the development of more comprehensive entrepreneurship curricula, the strengthening of marketing networks, and further long-term research on the success and impacts of such training. Future studies should delve deeper into the social and psychological outcomes of entrepreneurship training and explore the factors that influence the long-term success of participants in running their businesses.

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Conflicts of Interest:

The authors declare no conflict of interest.

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