



Nusantara Creative Product Literacy Analysis

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Abstract. The purpose of this study was to determine the feasibility of packaging and recycling locally produced products. The benefit of the research is how a student can innovate with local products and know firsthand the products of the brand ambassadors of an area, in this case products from the cities of Bandung and Malang. This is to create the character of students who love their homeland. Processed product innovations in the city of Bandung, namely; 1) Processed Milk is a milk product produced from the Dairy Cow allowance from the North Bandung KPSBU. 2) Creative products are innovative products that arise because of entrepreneurial ideas, for example wooden key chains, wooden statues. Meanwhile, Malang's creative products are wooden key chains, woven baskets, weaving fans, make-up bags, and many other creative products from Malang.

Keywords: Bandung · Malang · Innovation · Product

1 Introduction

According to [1], innovation is a new invention that is different from the original in terms of ideas and concepts that can be developed and implemented until their usefulness is realized. Innovation is closely linked to technology and information, particularly the internet, and plays an important role in increasing transparency.

Every city or province in Indonesia has a variety of local products from natural products and the work of innovative creative hands of local communities. Local innovations owned by the city of Bandung such as in the field of culinary, handicrafts and other products that penetrate national and international markets. One example is dairy products, as researchers observed at KPSBU Lembang. One of the processed products is yogurt. Meanwhile, in the city of Malang, processed products from apples are produced into apple chips, apple bakpia, apple lunkhead, and so on.

According to [2] companies need to innovate on each product so that customers don't get bored with existing products. Innovation is not the development of new ideas, newer or newer markets, but the expression of this process. Another factor that influences purchasing decisions is product innovation. Product development requires innovation to differentiate a product from its competitors and make it better than other similar products. To persuade consumers to buy a product, a company must be innovative in product development. Innovation is the most important thing companies need to keep

doing if they don't want to run out of customers. Nusantara Creative Product Literacy Analysis can give consumers more choices and make choices that match their needs.

Innovation is a form of idea to change something in various industrial and weapons competitions and competitions. Increased mutations, both creating new systems and new products, this increases the company's ability to produce quality products. High product quality enhances the company's competitive advantage. Affect the company's management [3].

Innovation is the process of creating new ideas and putting them into practice the best organization is group that come up with creative ideas and then put them into practice. The innovation is a new achievement in the form of regularity the development or practical application of a new idea, which means that innovation does not stop at the threshold new ideas, but can lead to practical application in achieving organizational goals in the marketplace. According to [4], Nusantara Creative Product Literacy Analysis is seen as the ability to eliminate consumer boredom or boredom through product selection that is not different and indiscriminate.

Innovation is a tangible work that can and should be managed like any other institutional function. Be creative phenomenon can be completely dependent on human control. Although, it starts with creative ideas or ideas, these ideas and thoughts must be transformed effectively.

States that innovation which then occurs at several levels of products, services or business models is called innovation. Meanwhile, according to [5] said that Nusantara Creative Product Literacy Analysis is an important parameter for companies to market their products in various regions. And expand its market.

Product design is a set of methods that interact in realizing the production of different products because it is clear to fill the gaps from previous creations according to time and market demand. According to [6] New products are new products that are different from existing or known products. It can always be said that creative people or entrepreneurs have entrepreneurial skills. Based on some of the considerations above, innovation is a new invention in producing a product that can eliminate the feeling of saturation depending on human control.

The weak business world as a result of the Covid-19 Pandemic has forced a number of businesses or a product to make a new breakthrough or give birth to creative ideas to bring back the weakening business world. An entrepreneur must be able to create opportunities [6] in his business, an example of the latest breakthrough made by an entrepreneur is in making ordinary food products into foods that can attract buyers. One example of these foods is to use apples which are usually eaten directly into processed foods such as apple chips.

Creative products according to [7], are products that can only be considered as a result of chance, that is, something that was discovered by accident, however, the creative process can be embraced by the creative process. Human creativity can be seen from this process. The process of creating innovative products is a process of creative thinking. Creativity is active and reflective thinking that produces complex results. Including the ability to combine ideas, develop and test new ideas, and make different types of decisions.

Creative products are forces that can get innovation and ideas for innovative results [8]. A new product is something that is redesigned/replaced. Innovation is the process of developing new products and evaluating the commercial value of products on existing products and other selling prices [9] Focus on creativity that the creative process is new, unique and meaningful. Innovation can be interpreted as a creative activity that is also accepted by the community [10].

Based on some of the facts mentioned above, a creative product is a product that is found from efforts to create something new. In people's lives in Indonesia, many cultures are very closely related to their environment, in general culture is very closely related to reflecting local wisdom in the lives of local people. Another example of local intelligence in Indonesia is that abstinence or prohibition will become a benchmark in the life of the Sambas Malays, one of which is abstinence or prohibition, namely customs that are devoted to the implementation of ceremonies.

According to [11] community wisdom is life experience and knowledge and a set of life strategies in the form of activities carried out by group members when responding to various problems. Local culture is wisdom that can be based on moral principles that are accepted, practiced, and continue to be upheld for a long time. Local intelligence is formed (from generation to generation) A group of people in the environment or community. Another name for local education is local politics (local wisdom) local wisdom (local wisdom) and local wisdom (local wisdom).

The benefit of the research is how a student can innovate with local products and know firsthand the products of the brand ambassadors of an area, in this case products from the cities of Bandung and Malang. This is to create the character of students who love their homeland. This is in line with conceptually local culture is part of culture [12]. Environmental knowledge is a concept that always appears and develops in relation to values, customs, norms, language, culture, beliefs and social norms [13].

Meanwhile, according to [14], local wisdom as a cultural asset of an area includes references as a source of moral values, wisdom and knowledge. Local wisdom is seen as a set of ideas, beliefs, norms, and dimensions. Ideas include the value of knowledge and experience. Goals are defined when ideas and beliefs regarding what a culture should or should not.

Be ideals. These values reflect abstract concepts based on the ideals and visions of religion, culture and society.

Local wisdom is a culture and tradition that is practiced by a group of traditional communities from generation to generation, and that family continues to this day. Based on these concepts, it is explained that regional wisdom is regional wisdom, wisdom, full of wisdom and kindness, based on members and their support.

According to [15], in fact, local communities use local knowledge and values. These values are accepted as truth and become the normal behavior of society. That is why it is fair to say that inner thinking is the greatest source of human greatness in society. This means that local wisdom contains elements of creative wisdom and local wisdom of the elite and the community which aims to develop the culture and culture of the community.

Public culture is basically good values and the virtues of local culture are recognized by most people. Indigenous intelligence is an important resource for equipping students

with the skills, abilities and characteristics to face the world without losing their individuality or identity. Indigenous wisdom itself is the cultural root of the nation, and its values are imbued with good teachings. The result of the loss of local wisdom is the loss of moral relations and community identity [16]. [17] Local wisdom is knowledge and practices received from previous generations, as well as the experience of other communities and other institutions in the region, which can be used to open up problems or solve challenges fairly and appropriately.

Based on some of the points above, it can be concluded that spatial knowledge is a cultural value that belongs to a place or place that must be protected by the community.

Based on research conducted by [18] Malang City requires a more innovative and creative workforce for development that brings competitive advantage. Innovation and creativity that appear in the community play an important role in the economic development of a region. The findings in this case indicate that developments in the creation of innovative products have the potential to create products that are of general interest. The creativity of SMEs can increase the production of more innovative products. Creativity can be increased through training, coaching and government supervision. Factors that support better results in this competition include the role of the government, the quality of the workforce and the capacity of the City of Malang. There are also several limiting factors such as lack of access to capital, limited sources of high-quality raw materials and marketing infrastructure. The purpose of this study was to determine the feasibility of packaging and recycling locally produced products.

2 Methods

This research was carried out in the city of Bandung on June 27, 2022 and in the city of Malang on June 29, 2022 to be precise at KPSBU Bandung, Agro-tourism Floating Market Bandung. The object of research is the cooperatives and SMEs in the city of Bandung and the city of Malang. The research was carried out in the semester of the 2021/2022 academic year. This study uses a qualitative method, namely the survey method to collect data can be produced such as writing or descriptive based on the behavior and observations of the subjects studied.

3 Results and Discussion

The word bandoeng means to attract; ngbandoeng means side (side); Bandungan – Sasag (Sasag (two boats tied with bamboo cloth); Bandungan – listen to what is read or listen to what is said (hear someone read or speak)) of the name “Bandung”. This is real, similar to the Indonesian word “bandung” in Sundanese. Relation means connected, adjacent or related bands. There is another opinion. He said that the word Bandung means big or wide. According to Bandung news sources, the name Bandung comes from the Sundanese word for fish, milkfish. Ngabandeng is a word that means a large pond, calm but scary. Maybe the word milkfish is the right substitute Cassette sound (Figs. 1, 2 and 3).

Comments on the origin and meaning of the word milkfish refer to when the Sitaram River became a large lake that was blocked by the eruption of Mount Tangkuban Perahu.



Fig. 1. Creative Product Milk and Chocolate

The lake is called Lake Bandung 1 or Lake Bandankuno. I believe that the restored Bandung Kingdom in the old lake should be named Lake Bandung.

The word Bandung comes from the word Bandung which is related to research. Julian de Silva about the small country, according to Drs. Andreas de Wilde, who owns one of the largest coffee plantations in the region. He married a woman and married her in the village of Banang (in the province of Dago Itas), Banong comes from the word Bandung.

Compared to the names of places in Bandung City or the names of many rivers, many come from the names of trees that grow in natural habitats; Therefore, Sibduth comes from the name of the Badit tree (*Fricosanthes villosa* BL); Binong comes from the name of the plant Binong (*Sterculia Javanica*); Dago is called not only from the name of the tree, but also from Dago Consil [19] Pedago-Dago, Govenan traders selling everyday goods including Bukit dishes.

The Chikapundung river is named after the kapundung plant (*Baccaurea dulcis*) and the Sitarum river is named after tarum (*Indigofera spec*) or Tarum areuy (*Marcedenia tincture*). According to the author, the name Bandung comes from the name of a plant (*Garcinia spec*) in Bandung (K. Hein: 1950: 2233), the place where Julian de Silva was found by Mardizker.

Said KBH Soetardjo Kartaningprang [20] 22 October 1892 – 20 December 1976) was the leader of the First, West Java. UU no. 100/1 in 1945 West Java became an independent province. He is the Governor of West Java and has his office in Kedung Chet, Bandung, Jalan Governor's Office. Hagerman's number.

Bandung. Soetadjo is a citizen who is a member of the Central Indonesian National Committee (KNIP). He is the founder of Soetadjo Manu. The petition was sent to Queen Wilhelmina and the Dutch General (Parliament) on 15 July. The petition was suspended due to dissatisfaction with Governor De Jong's political policies. In addition, he is the chairman of the DPA [21].

Mohammad Ridwan Kamil or often called Kang Emil he was born in Bandung 4 October 1971, his father is a lecturer at the Faculty of Law Padjadjaran University and his mother is a lecturer in pharmacy at the Islamic University of Bandung [22].

Malang has a long history since ancient times. Founded in Dutch times, [23] the city has witnessed several important events. From the conquest of the island to the

construction of a large city by the Dutch colonial rulers. On April 1, 1914, the village became a village.

The origin of the name Malang continues to be debated among historians. The name “Malang” first appeared in the Pamotoh/Ukirnegara inscription (1120 Saka/1198 AD) on January 11, 1975 by the Field Director in Willingi District, Blitar Regency. The copper plate reads the passage (with meaning below) as follows.

Malang refers to the northern part of Mount Kabi. Although Malang M, is known to have been in use since the twelfth century, the origin of the place’s name cannot be ascertained.

This sacred building is mentioned in two ancient records of King Balitung of Mataram, in inscriptions dated 907 and 908 AD. Experts have not agreed on the location of the building. On the other hand, the Malangkuhechwaru building is located on Mount Buringa, a river that flows north of the city of Malang, whose peak is said to be “Malang”. On the other hand, there are those who suspect that the actual location of this shady building is located in Malang Regency, Tumpang District. According to historians, there was a village called Malangsuka, which came from the word malankucha [24], which was described later.

The name Malangu Chevara has three words: mala, which means false, deceiver, lie, evil; angusa (pronounced [aŋkuʃo]), meaning destruction; and iɕwara (pronounced) means God. Therefore it means Malang Gushejawara “God has destroyed the vanity” (Table 1).

Another assumption relates to the story of the invasion of Malang by the soldiers of the Sultanate of Mataram led by Tumengun Arap Arap in 1614 [25]. According to reports, Tumenggun Alap-Alap and one of his aides discussed the situation in the Malang area prior to the attack. Tumenggun Alap-Alap’s aides described the local residents and



Fig. 2 Creative Product

Table 1. Example Said Malangu from Malang City

Text	Translate
...tan Maran Aklikhan is pure Wasid Mac. Vs. Pasavanilla dyah Lippa Makanagran I...	...esat corner of Malang and Wasid and My Man, Dih spleen in the fields...

soldiers as “happy” (Javanese) residents who “blocked” the arrival of the Mataram troops. After the victory, the Mataram party changed the name of the area to Malang.

Based on the opinion [26] Malang is a city in the administrative area of East Java which has a long and interesting historical background to study. We can see and know this from the distribution of historical sites whose condition can still be seen until now. At the moment. [27] Small and medium-sized enterprises in Malang are nothing short of great and work on batik with ultra-fine motifs that characterize Malang. Batik SMEs are more and more fond of mushrooms in the rainy season, so competition is inevitable. The results of this study can be obtained from the Batik Malang SME performance measurement system which consists of 24 KPIs, the business performance results in this case and is Batik Malang SME having a good performance. Bandung City Processed Product Innovation.

a. Dairy Products

Processed milk is a dairy product resulting from the allowance for North Bandung Animal Husbandry Union (KPSBU). Become a KPSBU here plays a role in a forum for cattle breeders. The following are various kinds of dairy products produced by KPSBU, namely Yogurt, Pure Milk, Chocho-mory, Milk Pie, Milk Pudding, and Milk Ice Cream. The price variants for each product sold at KPSBU range from Rp. 5,000 – Rp. 60,000.

b. Creative Products

Creative products are innovative products that arise because of entrepreneurial ideas, ideas that can provide new business opportunities so there are no similarities from all sides with other product forms. The following are some examples of various creative products in the city of Bandung, namely wooden key chains, wooden statues, and many more creative products from the city of Bandung. Creative products that can be obtained with a selling price range of Rp. 25.000.

Malang City Processed Product Innovation Creative products are innovative products that arise because of entrepreneurial ideas, ideas that can provide new business opportunities so there are no similarities from all sides with other product forms. The following are some examples of various creative products in the city of Malang, namely wooden key chains, woven baskets, woven fans, make-up bags, and there are many more creative products from the city of Malang. Creative products can be obtained with a selling price range of Rp. 5,000.

In line with the research conducted (Betta, 2021), the results of this study indicate that the variables of product quality, Nusantara Creative Product Literacy Analysis and marketing promotion simultaneously affect IKEA’s image in a global context. This is However, the results of the partial test (t) show an important point in one of the three independent variables that support the hypothesis. Therefore, the accepted view is that there is only one influence between Nusantara Creative Product Literacy Analysis and the brand image of IKEA Alam Tangerine Formula.

Furthermore, based on the results of research conducted [28], results It turns out that it is Nusantara Creative Product Literacy Analysis and It has a positive and strong impact on brand image purchase intention Scarlett Bleach product. Theoretical implications This is a study of Nusantara Creative Product Literacy Analysis and brand image



Fig. 3 Nurantara Creative Product

influencing purchase intention with a very strong (positive) and proportional relationship. Meanwhile, the importance of this research in the cosmetic and skin care industry is expected to be a reference in doing business management by optimizing product variety development and brand utilization.

Then research conducted by the results showed that market adaptation and product development created a competitive advantage of 85.3%. Compare the multiple regression equation, $Y = 13,702 + 0,542 X_1 + 0,314 X_2$. Based on hypothesis testing, it is concluded that just as market developments have a positive effect on competitive factors, market regulation also has a positive effect on competitive factors. It is important for SMEs to focus on the design process to increase their competitive advantage by focusing on market-oriented ideas and new products.

Then this research was carried out by (Hidayati et al., 2021) The results of this study prove manufacturing differentiation is not _ the substance of competitiveness excellence, Nusantara Creative Product Literacy Analysis has a positive and significant effect on competitive advantage and has a significant effect on marketing performance. And the research was completed [29] the results of the quantitative descriptive analysis include Nusantara Creative Product Literacy Analysis and customer satisfaction in the highest category. The results showed a positive and significant influence on customer satisfaction. When innovation is high, customer satisfaction is high. Therefore, the company is expected to improve and maintain customer satisfaction through continuous product development to overcome today's business competition.

4 Conclusion

Processed product innovations in the city of Bandung, namely; 1) Processed Milk is a milk product produced from the Dairy Cow allowance from the North Bandung KPSBU. Being a KPSBU here acts as a forum for cattle breeders. The following are various kinds of dairy products produced by KPSBU, namely Yogurt, Pure Milk, Chochomory, Milk Pie, Milk Pudding, and Milk Ice Cream. 2) Creative products are innovative products that arise because of entrepreneurial ideas, ideas that can provide new business opportunities so that there are no similarities from all sides with other product forms.

Meanwhile, Malang's creative products are wooden key chains, woven baskets, weaving fans, make-up bags, and many other creative products from Malang.

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