

IMPLEMENTATION OF PRODUCTION STRATEGY IN CREATIVE ECONOMY IN FACING ASEAN ECONOMIC COMMUNITIES IN KELURAHAN NORTH MERUYA JAKARTA BARAT

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ABSTRACT

The application of the Asian Economic Community will cause changes in business patterns in ASEAN countries, including Indonesia. The existence of public understanding related to small business strategies, especially Production Strategies to improve business competitiveness is very much needed. Community service activities carried out in the North Meruya District of West Jakarta were attended by 20 participants, the activity took place with an explanation relating to the Socialization & Training of Implementation of Production Strategies in the Creative Economy to the community. Material is related to resources, product quality, product prices, production processes and the use of appropriate technology

Keywords: Production Strategy, Creative Economy & Asian Economic Community

1. INTRODUCTION

Since 31 December 2015, the ASEAN Economic Community (AEC) was put in place, where the ASEAN region has become an open market and production-based unity; and the mobility of the flow of goods, services, investment, capital and labor will move freely. There are four pillars of the ASEAN Economic Community namely a highly competitive economic region, equitable economic growth, integration into the global economy and the last pillar is to make ASEAN a single market and unified production base through goods and services, investment, capital and skilled labor. In accordance with the main pillar of the MEA, a single market will be created in the ASEAN region. This single market will give rise to the free flow of trade in goods, services, capital and investment. Indonesia, as an ASEAN member with the most population, has the potential to become a strong market for trade in goods and services produced by ASEAN countries. Considering the unequal economic conditions in each country, it is expected that each country, including Indonesia, can improve competitiveness in order to benefit from liberalization and not only be a "spectator" or even just a "market object" in the implementation of the Asian Economic Community.

The role of the community is very important in the implementation of the AEC, namely how the community can change habits that are deeply rooted in the lives of Indonesian people, namely consumptive and unproductive culture. In this condition, the community is demanded not to be consumptive and expected to be a consumer for their own domestic products. In addition to being able to compete with the international community, entrepreneurs must pay attention to various international market opportunities and choose superior strategies including production strategies. The biggest challenge for small businesses in dealing with AEC is how to determine strategies to win the competition by creating various advantages and distinctiveness from the product.

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The readiness of the business community in dealing with AEC is the responsibility of all elements of the nation including educational institutions in this case the Campus. In connection with this we consider the need for an understanding of the community related to small business strategies in dealing with the AEC in the form of

socialization that provides an understanding of the urgency of the AEC so that the community can finally understand the substance of the AEC application and integrally so that it will be cooperative in accepting the concept for the sake of realizing Indonesia's economic independence.

1.2. Focus on Community Service

The focus of this service is the Community in Meruya Utara Village, West Jakarta, especially those who have businesses

1.3. Justification dan Targets

The operation strategy which consists of managing product planning, product design, production systems and the use of appropriate technology is very much needed by business people.

By knowing and implementing the operations strategy, it is expected that business players can improve the operating system in their production which will later be expected to improve their efficiency and effectiveness in order to ensure the sustainability of their businesses.

1.4. Identification of problems

From the identification of these problems, several important points were obtained, including:

1. Lack of public understanding of the Creative Economy competition strategy in the face of the AEC
2. Lack of community understanding about production strategies.

1.5. Relevance

In economic competition in dealing with the AEC it is necessary to understand the public, especially business people about production strategies to improve the efficiency and effectiveness of production

2. LITERATURE REVIEW

2.1. Definition of Operations Strategies

Operations strategy is the total decision pattern that forms the long-term capability of all types of operations and their contribution to the overall strategy, through reconciliation of market requirements with operating resources. Operations strategies are decisions that shape the long-term capability of a company's operations and its contribution to the overall strategy through ongoing reconciliation of market needs and operating resources (Slack; 2011).



Figure 1. The four perspectives on any Operations strategy

The core of the operations strategy and management process is derived from the material 'operations management', which examines how the 'operational function' of the business company / organization can produce goods and services / services for external customers so as to achieve customer satisfaction

2.2. Operational Strategy Factors

Some of the factors that drive the need for a company's operations strategy are as follows:

- Encouragement by a desire to reduce costs (efficiency) & improve product quality
- Weakening bargaining position in the face of suppliers of raw materials, parts / components.
- Competitors get stronger in marketing the same product
- The absence / scarcity of professionals for certain areas of expertise in creating special abilities

The following steps are the reconciliation strategy that must be carried out by the company / organization in implementing the operations strategy.

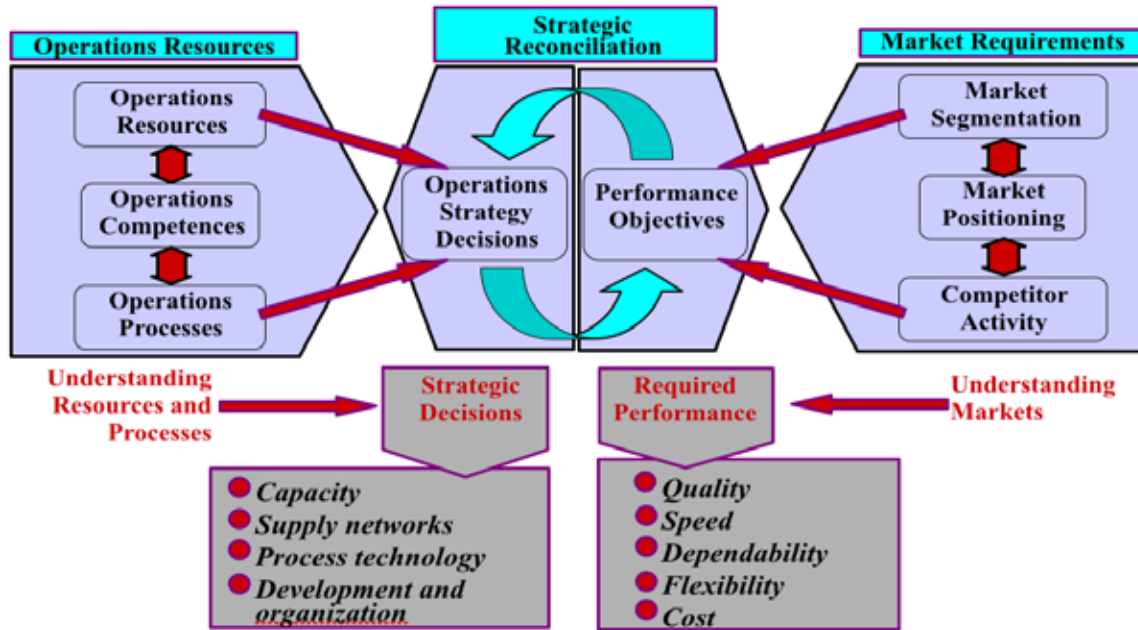


Figure 2. The Strategic reconciliation between Operations and Market

Sources: Nigel Slack and Michael Lewis, 2011

3. METHOD

The method of implementing the activity is divided into 4 parts, namely:

2.1. Preparation of Activity Plans

1. Coordination with related parties
2. Make a plan of activities

2.2. Preparation of activities

1. Make an invitation for participants
2. Contact and ensure the Speaker activities

2.3. Implementation of Activities

Socialization & Training on the Implementation of Production Strategies in the Creative Economy in the face of MEA.

2.4. Activity Evaluation

The evaluation that will be carried out relates to:

1. Preparation of activities;
2. Coordination with related parties;
3. Material and resource persons;
4. The presence of the participants;
5. Equipment and administration.

4. RESULTS AND DISCUSSION

4.1. Results

1. There is a positive response from the training participants with the Training of Implementation of Production

Strategies in the Creative Economy in the face of AEC.

2. Increase participants' knowledge about:

- a. Business strategy
- b. Production Strategy.

4.2. Discussion

An understanding related to the production strategy is very important to:

1. Provide knowledge and insight to the public about the Creative Economy competition strategy in the face of the AEC
2. Providing knowledge and insight to the community about production strategies related to:
 - a. Resource
 - b. Product quality
 - c. Product Prices
 - d. Production process
 - e. Technology

The following is flow chart for resolve problem

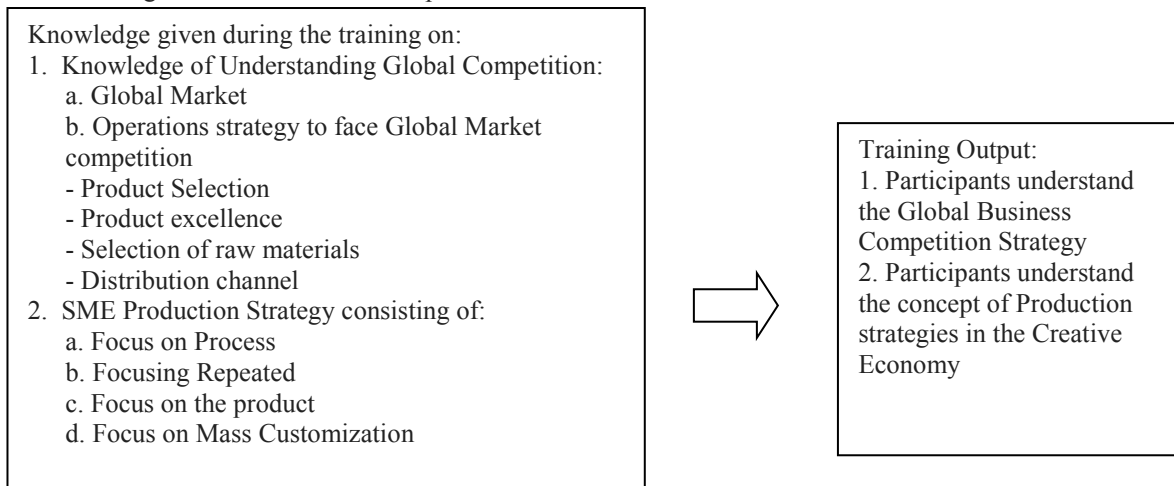


Figure 3. Overview of information transferred to the Target Audience



Figure 4. Participants on Socialization & Training on Implementation of Production Strategies in the Creative Economy to the community

5. CONCLUSION

From the results of the implementation of dedication can be concluded

1. Knowledge of creative economic competition strategies is very much needed by the community, especially business people in facing MEA.
2. Knowledge of Production Strategy is needed by MSME entrepreneurs in improving the efficiency and effectiveness of their production to support the sustainability of their businesses.

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