

INNOVATIVE ORNAMENTAL DESIGN TRAINING FOR PUJASUMA CRYSTALLERS TO IMPROVE THE QUALITY OF MSME PRODUCTS IN UNDEVELOPED REGIONS IN MUSI RAWAS, SOUTH SUMATRA

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ABSTRACT

The PkM for Regional Development (SDGs) was carried out in one of the underdeveloped areas in Musi Rawas Regency, South Sumatra, namely Megang Sakti sub-district. This area with a majority Javanese culture has a low economic level. This startup supported by Pujasuma Musi Rawas has high potential and uniqueness to become an alternative source of income for the Megang Sakti community. However, there are several weaknesses that are still visible in this pilot MSME, including from the aspects of production, business management and marketing. From this situation analysis, the team proposed implementing PkM in the form of professional training for the MSME pilots. Implementation of PkM focuses on improving the quality of production. The implementation method is in the form of blended training. The training contains theoretical and practical material to achieve competence in knowledge and production skills, namely: developing innovative ornament designs, product design development, application of inlaid and sculpting techniques to products, work finishing processes, quality control procedures on craft products, and Javanese cultural treasures as enrichment the value of the craft product. Students involved become training assistants, public relations, writing press releases and equipment. Mitra Pujasuma, the trustee of Musi Rawas Regency, acts as the host who mobilizes the human resources of the activity participants and technical matters related to administration at the training location. In addition to producing scientific articles and media publications, this PkM is expected to be able to improve the quality of MSME partners to become legal entities and the regional economy. The PkM team establishes ongoing collaboration with the MSMEs involved and the Pujasuma trustees of Musi Rawas Regency so that they can continue to support each other in the development of the institution in the following years.

Kata Kunci: *ornamen inovatif, pujasuma, umkm*