

Denpasar Youth Festival: Digital Innovation in Increasing the Creativity and Productivity of The Youth Generation

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Abstract

The Denpasar Youth Festival program is a program initiated by the Denpasar City Government to accommodate the creativity and productivity of the young generation of Denpasar City. This program also accommodates MSMEs in Denpasar City, especially those owned by the younger generation in Denpasar City in developing their business. This study aims to determine how successful the implementation of this program is considering the implementation of this program in the midst of the covid-19 pandemic. The focus of this research is on policy implementation, namely the Denpasar City Government and Policy Recipients, namely the Denpasar youth generation. The urgency in this study is the pandemic condition that has resulted in many MSMEs, especially those owned by the younger generation of Denpasar City, who have difficulty in marketing their products. The research method used is a qualitative research method. The results of this study are the Denpasar Youth Festival activities are able to facilitate the younger generation in increasing the productivity and creativity of young entrepreneurs in Denpasar City, but the obstacles faced are in terms of their product sales which decreased during the pandemic because purchasing power tends to decrease.

Keywords:

digital innovation; productivity; creativity

Introduction

Denpasar City as the business center of the capital and economy in Bali, as evidenced by the large number of Micro, Small and Medium Enterprises (MSMEs) in Denpasar City is a separate asset that will strengthen the foundation of the regional economy, which is essentially a source of income for local governments, job creation and poverty alleviation. Denpasar City in 2019 had as many as 31,826 MSMEs, the data was reported through the Denpasar City MSME Cooperative Service.

MSMEs need to be equipped with the means to develop themselves through various facilities in various sectors and the empowerment of Small and Medium Enterprises needs to be carried out comprehensively, optimally and sustainably through the development of a conducive climate, providing business opportunities, support, protection, and business development as widely as possible. possible, so as to improve the position, role and potential of small and medium enterprises. MSMEs are very valuable assets for economic development in order to realize the welfare of the wider community.

This is caused by the transformation of the order of people's lives or lifestyles that apply the new normal globalization era. So that people are urged by the government not to move outside the home, except for urgent interests. In order to prevent the spread of the Covid-19 outbreak for the safety of the community, especially Denpasar City, the new normal era is a change in behavior to continue to carry out normal activities while still implementing health protocols from using masks, hand sanitizers, and physical distancing to prevent transmission. from Covid-19. So that the government took the initiative to organize a program to provide a forum for expression and creativity to MSME actors and the younger generation to develop their potential.

The Denpasar Youth Festival program is a program from the government to provide creative space for the younger generation to develop and maximize and optimize every potential from all situations and conditions in order to maintain the existence of creativity in creating competitions both traditional and modern, and to be able to display the work and dedication of the younger generation. . This program was carried out at the end of 2021, where the implementation was carried out for 22 days. Not only that, this program accommodates many MSME actors from various types of creative businesses to provide a forum for product promotion and branding to the wider community by adapting to the digitalization of each series of event activities to transactions made, with technology.

The indirect approach provides an open space for all parties to facilitate all activities of daily life. So that the younger generation is required to continue to increase their capacity in the era of technology-based industry 4.0, and the younger generation so that they are not rigid in developing the business models needed by the market, and continue to innovate and be creative. by prioritizing effective and efficient performance.

Based on the results of observations made by researchers, several problems were found related to the implementation of the Denpasar Youth Festival Program including the low interest of the people who visited the activity, in addition to conducting transactions, almost all business outlets used digital transactions based on QRIS, where most of the visitors many are not able to transact digitally. The urgency of this research is carried out because it is necessary to conduct a thorough evaluation of the policy innovations that have been made by the Denpasar City Government, considering the large budget spent in this activity but it seems that it tends to have no significant impact in accommodating the creativity of young entrepreneurs in Denpasar City.

Denpasar Youth Festival Program

Denpasar Youth Festival is an innovation program carried out by the Mayor of Denpasar I Gusti Ngurah Jaya Negara together with the Deputy Mayor of Denpasar I Kadek Agus Arya Wibawa to provide a forum and means for the younger generation in Denpasar City to develop ideas, creativity, and a forum for expression and develop their potential. in various conditions and this program involves young people from all walks of life who provide space and opportunities to work with the spirit of unlimited creativity to open up dimensional space with 4.0 adaptation to create quality human resources.

Not only that, this program is a creative competition from traditional to modern according to the times, it is hoped that this festival will be able to display works, dedication and maintain the existence of creativity in the work. Even in the Covid-19 pandemic situation, the expression and creativity of Denpasar's youth can be accommodated while still implementing strict health protocols, including the Antigen Rapid Test and the Peduli Protect application.

The Denpasar Youth Festival program is implemented in a hybrid system in Dharma Negara Alaya and the Tukad Bindu Kesiman area from October 16, 2021 to November 7, 2021. The Denpasar Youth Festival program also involves MSMEs. There are approximately 1,000 MSMEs from various types of businesses with the aim of providing a sales promotion platform and establishing cooperation with certain parties. One of them can be seen from the transactions that reached 10,407 transactions. The Denpasar Youth Festival program recorded 16,613 website visits on the website www.dyouthfestival.com and direct visits centered on

Dharma Negara Alaya recorded 8,698 visitors (Source: Denpasar City Cooperatives & UMKM Service). Not only that, there are many competitions, exhibitions from festivals that involve young people from Sekeha Teruna-Teruni, high school/K students, students, creative communities, and other groups that are packaged in various activities. Such as, Traditional Dance Contest, Traditional Clothing Contest, Pop Song Contest, Song Arrangement Contest, Virtual Gong Flute Contest, Virtual Baleganjur Contest, Alaya Dance Choreography Contest, Carnival Costume Competition and Festival. Other creative competitions include Illustration Design Competition, Creative Tik Tok Video Contest, Jingle Cover Contest, DNA Live, Bureaucratic Body Art Exhibition (PSBB), Barber Viesta Dkanalenpasar, D'Youth Skateboard Contest, Barista Signature Contest, D'Youth Mini Open Competition 4WD, Student Band Fight, and D'Youth Photography Contest.

The purpose of holding the Denpasar Youth Festival is to realize the vision of "Denpasar, a Creative City with Cultural Insights Towards Advanced Denpasar". In addition, this program aims to be a vehicle that provides opportunities for them to work with unlimited creativity while strengthening traditions but still adapting to digitalization. However, the application of health protocols is an important point in the implementation of this activity, and is able to foster an entrepreneurial spirit for the younger generation in Denpasar City.

Methods

In this study, researchers used qualitative research methods by interviewing several informants including from the Denpasar City Government as a policy maker, namely the Deputy Mayor of Denpasar and the Head of the Denpasar City Cooperatives and UMKM Service, then from the younger generation who were involved in the program as well as from visitors who attended. and transact in Denpasar Youth Festival activities.

Result and Discussion

Based on the descriptions above, it has been stated that the problem to be answered in this research is the extent to which the implementation of the Denpasar Youth Festival program is able to accommodate and increase the creativity and productivity of the young generation of Denpasar City. Considering the method used in this research is a literature study and strengthened by qualitative methods. The researcher analyzed and related the data

obtained directly from the Literature Study through some of the literature used, as well as to the informants by using the interview method. The informants proposed are people who are related to the problem under study. The data were analyzed qualitatively and descriptively, in the sense that the data obtained were analyzed and the results were descriptive phenomena. In other words, the analysis describes the data obtained as the actual situation.

The Denpasar Youth Festival program was held as a form of implementing a forum for expression and work with the spirit of developing the potential of young people, and opening up dimensional space by adapting technology 4.0. The Denpasar Youth Festival program has been implemented in the MSME sector, through the creative economy, and this will later be able to stimulate the economy of Denpasar City.

In addition to seeing the implementation of the Denpasar Youth Festival program, there are also educational events regarding the acceleration of 11 technologies that we can encounter in everyday life, such as digital financial education, cryptocurrency, e-wallet, marketplace, and others. This activity is expected by the general public, especially young people, to implement as well as campaign to the surrounding environment that the use of non-cash transactions is important.

This program is expected to help the younger generation, especially in the MSME sector, to survive and rise from the Covid-19 pandemic while creating creative and innovative young entrepreneurs. So that the industry can return to being productive and stay safe from the Covid-19 pandemic and give hope to the community to survive in the midst of the Covid-19 pandemic. Young people who are members of this activity are also given appreciation for their work during the Denpasar Youth Festival program activities. Each of the various activities of this program is allowed to publish the activities carried out during the activity in the form of photos, videos, or articles that promote moral norms and apply health protocols.

Regarding clarity and consistency of objectives, according to the Denpasar Youth Festival program, this program places great emphasis on facilitating the creativity and innovation of young people in Denpasar City. And also according to them, this activity is very likely to be able to return the Balinese economy to a better condition. For the human resources involved in this program, all of them received input for themselves, because the participants and the executive committee carried out their duties, functions, and others well so that

everything had been well prepared by the manager. So as to be able to realize quality human resources in the future.

Conclusion and Recommendations

Based on the results of the research above, it can be concluded that:

1. The Denpasar Youth Festival program is expected to be able to provide new enthusiasm, especially for the younger generation in Denpasar City to always develop innovation, creativity, and self-potential to always work. And also the Denpasar Youth Festival program is one of the programs implemented to help creative economy business actors, especially MSMEs to be able to survive in any conditions and situations.
2. In addition to providing a forum for expression in this program, the government also invites the public to campaign for the importance of using non-cash transactions so that later the community and business actors can follow the movement of an increasingly modern economy.
3. This program is very good and will probably make the pace of the economy in Bali better, as long as it is carried out consistently and continuously so that the results can be felt by the community, especially the younger generation in Denpasar City to create a young generation of entrepreneurs.

While the suggestions that researchers can convey in this study include:

1. So that the organizing committee and participants involved in this implementation can provide massive education to the community, especially the younger generation so that the implementation of this program will not only benefit some parties.
2. The current challenge is the Covid-19 pandemic, creativity can go hand in hand with improving the economy and health. It is hoped that the government will provide information in a gradual and structured manner so that people are more aware of the use of non-cash payments.
3. The program must be carried out in stages and also be carried out consistently. So that in the future good activities like this do not stop in the middle of the road when the initial goals have been achieved which should be redeveloped, and able to develop this program in a wider direction.

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