

Revitalizing Public Spaces Through the Sukoharjo Creative and Culinary Market as a Collaborative Platform for Communities, MSMEs, and Students to Increase Creativity and Economic Independence of Local Communities

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Abstract

This community service program was conducted to address the lack of promotion space and development opportunities for the creative economy sector in Sukoharjo Regency. The program's partners included the Department of Trade, Cooperatives, and Small and Medium Enterprises (Disdagkop and SMEs), local micro, small, and medium enterprises (MSMEs), creative communities, and vocational high school students. The main objective was to revitalize public space through the Sukoharjo Creative and Culinary Market (SUKREMA), a curated creative bazaar designed to foster cross-sector collaboration. The implementation applied a participatory approach and project-based learning method through several stages: socialization, product branding and design training, creative work curation, and bazaar implementation at the Regional Potential Promotion Center (GPPPD) in Sukoharjo. The results showed improvements in participants' abilities in product innovation, packaging design, and digital marketing strategies. Moreover, a digital catalog and reusable modular booth design were produced to support future events. This program successfully transformed public spaces into inclusive and sustainable creative economy hubs.

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1. INTRODUCTION

Sukoharjo Regency is one of the regions with significant potential for developing the creative economy sector. According to data from the Sukoharjo Department of Trade, Cooperatives, and SMEs, the number of Micro, Small, and Medium Enterprises (MSMEs) continues to increase, particularly in the culinary, craft, and fashion sectors. Furthermore, the presence of vocational high schools (SMK) with expertise programs in Fashion Design, Culinary Arts, and Multimedia also strengthens the region's potential to produce creative products with economic value. However, this potential has not been fully utilized due to limited public spaces that can be utilized for promotion, education, and sustainable creative economy collaboration.

The main problems faced by partners are: (1) the lack of a permanent promotional platform for non-culinary creative products in the Sukoharjo area; (2) the low ability of MSMEs and students in branding, design innovation, and digital marketing; and (3) the lack of synergy between youth communities, educational institutions, and the government in developing collaboration-based creative economic activities. These conditions cause local product promotion activities to be incidental and uncrated, so that the quality of the products displayed does not meet market standards.

To address these issues, the community service team offered a solution in the form of organizing the Sukoharjo Creative and Culinary Market (SUKREMA), a curated creative bazaar designed to revitalize public spaces as centers for entrepreneurship promotion and learning. This

activity combines a collaborative and participatory approach through synergy between the Sukoharjo DISKOPUMDAG, MSMEs, youth communities, and vocational high school students. Several forms of activities carried out include: (1) product design and branding training for MSMEs and students; (2) a workshop on "Initial Steps to Building a Creative Business Based on Handmade Products"; (3) assistance in product curation and digital catalog preparation; and (4) implementation of a creative bazaar at the Graha Wijaya Sukoharjo Regional Potential Promotion Center (GPPPD) Building.

The science and technology offered includes a digital curation system, innovative modular booth designs and portable backdrops for product displays, and the creation of a digital catalog that serves as a promotional and documentation medium. The work procedures are carried out based on the principles of project-based learning and participatory development, with partners playing an active role from the planning stage through implementation and evaluation of activities. MSMEs and students are directly involved in the product production and promotion process, while the youth community plays a role in technical management and event organization.

The output targets of this activity include: (1) increasing the capacity of MSMEs and students in managing creative businesses; (2) establishing a regular promotional platform for local creative products; (3) creating innovative modular booths and reusable digital catalogs; and (4) publishing the results of the activities in the form of community service journal articles. This program is expected to become a model for the sustainable development of a regional creative economy based on inclusive, educational, and collaborative public spaces.

2. IMPLEMENTATION AND METHODS

The community service activity entitled Revitalization of Public Space through Sukoharjo Creative and Culinary Market as a Collaborative Forum for Communities, MSMEs, and Students in Increasing Creativity and Economic Independence of Local Communities was held in the Yard of the Regional Potential Promotion Center (GPPPD) Building Graha Wijaya, Jl. Jenderal Sudirman, Sukoharjo. The implementation period lasted for four months, namely from July to October 2025, with a series of activities including coordination, training, curation assistance, to the implementation of a creative bazaar.

Participants included 15 creative MSMEs, students, and 10 members of the Karang Taruna Manunggal Karya youth community. The primary partner was the Sukoharjo Regency Trade, Cooperatives, and MSMEs Office. Overall, the participants' backgrounds varied, ranging from aspiring entrepreneurs and students pursuing vocational education to creative youth active in community-based socio-economic activities.

The implementation method uses a combination of training, mentoring, and science and technology diffusion (the transfer of knowledge and simple technology). This activity is designed based on participatory and project-based learning so that participants not only understand the theory but also directly apply the training results in the form of tangible, marketable products.

The implementation phase of the activity began with coordination and outreach with partners. This activity aimed to introduce the concept of a curated creative bazaar to participants and agree on standards for the products to be curated. This was followed by product branding design training, covering packaging, product photography, brand narratives, and simple digital marketing. The training materials were delivered by lecturers, product curators, and MSME practitioners.

The next stage is product curation and digital catalog development. Participants are asked to prepare product descriptions, photos, and brief stories about their creative process to be uploaded to a digital catalog system based on Google Forms and Canva. This process also serves as training in applying digital technology to product promotion.

After going through the curation stage, selected participants will participate in the main activity, namely the implementation of the Sukoharjo Creative and Culinary Market (SUKREMA) on October 18–19, 2025. This activity will showcase various products from

MSMEs and student work that have gone through a selection process. The exhibition uses a modular booth and portable backdrop designed by the community service team, which functions as an environmentally friendly display innovation and can be reused for similar activities.

In addition to the bazaar, a workshop called "First Steps to Building a Creative Business Based on Handmade Products" was also held, providing participants with hands-on experience in producing and marketing the products they learned. The workshop also featured a batik-making session with the Batik Ciprat Bok Bolong Jombor MSME community (an inclusive community).

Through a combination of training, mentoring, and science and technology simulations, this community service activity successfully integrated educational and productive elements into a series of activities oriented towards empowering the local economy and strengthening the capacity of participants in a sustainable manner.

3. RESULTS AND DISCUSSION

Implementation of community service activities *Sukoharjo Creative and Culinary Market* (SUKREMA) has produced several tangible achievements reflecting the successful implementation of the program. This program was implemented in stages from July to October 2025, involving the Sukoharjo Regency Trade, Cooperatives, and SMEs Office (Diskopumdag) as the primary partner, and with the active participation of MSMEs, students, and local youth communities.

The results of the implementation of the activities indicate that the collaborative and participatory approach successfully improved the quality and competitiveness of local creative products. In general, the activities produced three main outputs: (1) increasing the capacity and skills of participants, (2) strengthening the product curation and promotion system, as well as (3) innovation in exhibition media and publication of activity results.

1. Implementation of Solutions to Partner Problems

The solutions offered through this activity have proven effective in addressing partner challenges. Previously, partners faced challenges such as limited promotional resources and product branding capabilities. Through training and workshops on... "First Steps to Building a Creative Business Based on Handmade Products". Participants received training in packaging design, visual identity creation, and simple product photography. The material was delivered using the 3D method. *hands-on training and hands-on practice*, so that participants are able to produce new product packaging and label designs with more professional visual standards.

In addition, product curation assistance was provided using an assessment method based on aesthetics, function, and sales value. A curatorial team consisting of lecturers and MSME practitioners provided direct feedback on participating products. Of the 25 submitted products, 15 passed the curation process and were exhibited at the SUKREMA event.

2. Program Output as an Indicator of Success

Indicators of program success can be seen from the following concrete outputs:

a. Digital Catalog of Creative Products.

The digital catalog is compiled using Canva and *Google Drive* to display participant product profiles, photos, prices, and creative narratives. This catalog serves as a promotional tool and is used by participants for subsequent activities.

b. Modular Booths and Portable Backdrops.

The community service team designed a booth made of pine wood and light hollow iron measuring $100 \times 60 \times 200$ cm, with an additional portable *backdrop* for participant identification. This design has proven to be efficient, environmentally friendly, and reassembly able, thus supporting logistical efficiency in similar activities.

c. Participant Capacity Building.

Based on field observations, 80% of participants demonstrated improved product presentation and consumer interaction skills. Participants also demonstrated increased confidence in explaining product advantages.

d. Public Space Activation.

Implementation *Sukoharjo Creative and Culinary* the GPPPD Graha Wijaya event attracted over 600 visitors over two days. This event served as a catalyst for local economic revival, showcasing culinary and craft MSMEs, as well as vocational school student work, in one curated promotional space.

3. Driving and Inhibiting Factors of Implementation

The success of the activity is supported by several driving factors, such as:

1. Full support from Diskopumdag Sukoharjo in providing the location and publication facilities.
2. High enthusiasm from MSME and student participants.
3. Effective collaboration between lecturers, students, and youth communities at every stage of the activity.

Meanwhile, inhibiting factors include:

1. The weather conditions were less than favorable during the bazaar (heavy rain on the first day).
2. Students' time constraints due to school activities.
3. The process of curating and editing product photos requires additional time.

However, these inhibiting factors can be overcome by adjusting schedules and improving coordination between partners.

4. Measurable Outputs and Impact for Partners

The output of the activity can be measured through the enthusiasm of the Sukoharjo Creative & Culinary Market participants when selling, as evidenced by the sale of the tenant spots that have been provided and the holding of a regular agenda every weekend, namely the Sukoharjo Creative & Culinary Market "JUSAMI (Friday, Saturday, Sunday)". In addition, all participants felt that this activity provided new opportunities to expand their business network and introduce products to a wider market.

Table 1 below presents the output achievements of the activities.

Table 1. Achievements of SUKREMA Community Service Activities

No	External Type	Achievements	Indicator
1	Digital Catalog of Creative Products	1 catalog file (15 participants)	Published and used by participants
2	Booth Modular & Backdrop Portable (Prototype)	1 unit booth, 2 backdrops	Reusable
3	Participant Capacity Building	80% of participants increased	Evaluation and interview results
4	Public Space Activation	600 visitors	Activity observation data
5	Publication & Documentation	Video and social media	Publications uploaded on the social media accounts of Tiga Serangkai University Official & TSU Vocational School

Overall, the results of this community service demonstrate that a collaborative approach between academics, local government, and the community has proven effective in increasing the competitiveness of local products and revitalizing public spaces as platforms for creative socio-

economic interactions. This program also serves as a model for sustainable empowerment that can be replicated in other regions with similar creative economic potential.



Figure 1. Joint Documentation of the Results of the Inclusive Joint Batik Performing Art



Figure 2. Documentation of Sukoharjo Creative & Culinary Market Tenants



Figure 3. Documentation of Batik Making with the Regent of Sukoharjo



Figure 4. Documentation of Inclusive Batik Making Together



Figure 5. Workshop Flyer



Figure 6. Documentation of the Batik Stamping Canting Making Workshop



Figure 7. Keychain Workshop Documentation

4. CLOSING Conclusion

The community service activity entitled Revitalization of Public Space through Sukoharjo Creative and Culinary Market as a Collaborative Platform for Communities, MSMEs, and Students in Increasing Creativity and Economic Independence of Local Communities has successfully addressed partner issues related to limited promotional platforms and low capacity of MSMEs and students in managing creative businesses. Through the stages of training, mentoring, curation, and implementation of a curated creative bazaar, participants were able to improve their abilities in product innovation, packaging design, branding, and digital marketing. The results of the activity also produced innovative modular booths, digital product catalogs, and training modules that can be replicated for similar activities. The main supporting factors for the success of this activity were active collaboration between universities, local governments, and the community as well as the high enthusiasm of the participants. The inhibiting factors included limited time for student participants and unpredictable weather during the activity.

Suggestion

It is hoped that the Sukoharjo Creative and Culinary Market will continue regularly as a regular event of the Sukoharjo Department of Trade, Cooperatives, and SMEs. This program has the potential to become a model for collaborative creative economic development that can be adopted in other regions. Going forward, similar activities need to strengthen digital promotion systems through online platforms and expand networks with national creative industry players. Furthermore, continued support from universities and the local government is essential for this activity to have a long-term socio-economic impact on the Sukoharjo community.

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