

Improving Beautypreneur Skills Through Creativity: A Study of the Effect of Natural Cosmetic Production Training on Rural Communities in East Java

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ABSTRACT

The success of a beautypreneur is not only determined by technical skills, but also by creativity in creating innovative products that are in line with market trends. This study aims to analyze the effect of natural cosmetic manufacturing training on improving beautypreneur skills through creativity. The research method used is quantitative with a quasi-experimental design, involving training participants consisting of prospective beautypreneurs and beauty business actors. Data were collected through pre-tests and post-tests to measure changes in participants' abilities in developing natural cosmetic products. The results of the study showed that training in making natural cosmetics significantly increased participants' creativity in creating unique products with high sales value. In addition, the increase in creativity had a positive impact on the ability of beautypreneurs to identify business opportunities, develop marketing strategies, and increase competitiveness in the beauty industry. These findings indicate that creativity-based training can be an effective strategy in improving beautypreneur competence and supporting economic growth based on natural products.

INTRODUCTION

Sustainable Development Goals(SDGs) are development efforts aimed at improving the economic welfare of society in a sustainable manner, maintaining the continuity of social life of society, preserving environmental quality, and ensuring fair governance in order to maintain the quality of life from one generation to the next (Bappenas, 2017).

Rural development is one of the strategies adopted by the Indonesian government to overcome poverty. Through Law Number 32 of 2014 which recognizes village autonomy, it is hoped that by granting authority to villages, they can play a role in increasing the country's economic growth by managing natural resources (SDA) and local wisdom they have (Napitupulu, 2022).

Rural communities have great opportunities to develop industries based on the utilization of natural resources, especially in the beauty and cosmetics sector. Various natural ingredients, such as herbal plants, spices, and essential oils, have been used for generations as part of traditional body care (Setyowati, 2020). However, limitations in terms of knowledge and technical skills regarding the processing of natural ingredients into cosmetic products that have a selling value are a challenge in themselves. This obstacle is especially felt by women in rural areas who aspire to become beautypreneurs or entrepreneurs in the beauty sector (Nurhayati & Hidayat, 2021). Therefore, systematic training and mentoring efforts are needed so that local potential can be optimized to improve the economic welfare of rural communities (Sari et al., 2022). Therefore, systematic training is needed in making solid soap from natural ingredients so that rural communities can optimize the potential of available local resources.

In today's digital era, creativity is a key factor in creating innovative products that are able to compete in the market. Training in making natural cosmetics, especially solid soap, is expected to improve the skills of village communities in processing local raw materials into quality products. Moreover, this training can also encourage their creativity in creating unique formulations, attractive packaging designs, and effective marketing strategies. Thus, the increase in creativity obtained through training will have a direct impact on the development of beautypreneur skills and the economic independence of village communities (Sari et al., 2022).

Rural communities in Indonesia, especially in East Java, often face various challenges that hinder their economic and social development. Limited access to formal education, information, and modern technology are the main factors that prevent rural communities from improving their quality of life. Therefore, training is one effective solution to empower rural communities, providing them with the knowledge, skills, and motivation needed to advance themselves and their communities.

LITERATURE REVIEW

1. Training

Training is one of the effective methods to improve community skills and knowledge, especially in the field of entrepreneurship. In the context of developing beautypreneur skills, training in making natural cosmetics is very important to introduce village communities to the right ways to process local raw

materials into quality products. Training steps can begin with an introduction to natural ingredients that can be used to make cosmetics, such as essential oils, herbal plants, and spices. Then, participants are trained in the technique of making solid soap from natural ingredients, from formulation to attractive packaging. In the next stage, the training continues with an introduction to effective marketing strategies, including the use of digital platforms to reach a wider market. The final step is the evaluation of the products that have been produced and strengthening the entrepreneurial aspects, such as business management and product branding (Sari et al., 2022)

The training in making natural cosmetics in this study is making solid soap. Solid soap training was chosen because in addition to being a cosmetic product that is needed every day by the entire community, it also has several advantages, namely 1) a simpler production process compared to other cosmetics such as creams or lotions and the process does not require sophisticated equipment, 2) raw materials that are easy to obtain, 3) the stability of solid soap products is more stable and has a longer shelf life without the need for additional preservatives. 4) added value using local materials, and 5) more environmentally friendly and 6) low production costs.

Solid soap making training in the community is usually carried out through several planned methods to ensure that knowledge and skills can be transferred properly. In the initial stage, lecture and discussion methods are applied which aim to provide a basic understanding of raw materials, the saponification process, and safety aspects in soap making. This lecture session is continued with an interactive discussion, allowing participants to ask questions and deepen the material that has been presented. According to recent research, the lecture method combined with discussion can increase participant understanding up to 30% more effectively than lectures without interaction (Setiawan et al., 2023).

Next, a demonstration method is used where the instructor directly shows the soap-making process from mixing the ingredients to the molding stage. Based on a study conducted by Nugroho (2022), this method can increase participants' skill memory by up to 40% because they can learn by observing directly. After that, participants are given the opportunity to practice the soap-making process themselves through direct practice methods. At this stage, participants are divided into small groups and receive guidance from the instructor. According to research by Rahmawati et al. (2023), the direct practice method has been shown to improve participants' skills by up to 50%.

As a final stage, an evaluation and feedback method was carried out which included a written test on the theory of soap making as well as a direct assessment of the results of the participants' practice. Feedback was given with the aim of constructively improving the participants' shortcomings. Based on a study conducted by Wahyuni (2023), evaluation accompanied by feedback has been shown to accelerate skill mastery by up to 20%. Overall, the combination of lecture, demonstration, direct practice, and evaluation methods was considered very effective in improving the competence of participants in solid soap making training.

2. Creativity

Various perspectives related to creativity are very diverse, some are related to motivation, innovation, products or others. Creativity can be interpreted as the ability to create new concepts and find different ways of understanding problems and opportunities. According to Conny, creativity is the capacity to produce something new, either in the form of ideas or works, which have relative differences compared to those that already exist (Zimmerer, 1996).

In her book *Creativity for 21st Century Skills* (2011), Jane Piirto explains that creative individuals have certain characteristics. She identifies five main characteristics of creative individuals, namely: (1) having discipline in carrying out creative work, (2) being open to various experiences, both from oneself and others, (3) daring to take risks, accepting the possibility of failure, and still willing to try new things even though there is a possibility of failure, (4) being able to accept ambiguity, namely not immediately rejecting ideas that seem unusual at first, and (5) believing in teamwork, including the ability to accept and appreciate ideas from group members.

METHODOLOGY

The type of research is included in the category of experimental research, this study provides a stimulus in the form of training in making natural cosmetics in the form of solid soap with the addition of active substances from local potential. This study aims to analyze the impact of training on the creativity of rural communities in developing beautypreneur skills.

The sample determination was carried out based on quota sampling because this study collaborated with BBPPM Yogyakarta partners who have a human resource development program by providing training to village communities. The training carried out by BBPPM Yogyakarta in 2024 was carried out in the East Java Region consisting of Magetan, Sidoarjo, Kediri, Ponorogo, with a total of 30 participants per region so that the total sample was 120 people.

Research purposes, 1) find out whether there is an influence of natural cosmetic training for the creativity of village communities in East Java, 2) to find out if there is an influence of creativity on the beautypreneurship abilities of rural communities in East Java?

Data collection techniques through observation, questionnaires and interviews. The instrument consists of the following creativity questionnaire:

Table 1. Grid of Village Community Creativity Instruments

Creativity indicators	No. Instrument Item
Continue to participate in new activities	1,2,3
openness to experiences (open to seeing experiences) either oneself or other people's experiences	4,5,6
Continuously searching for new technological processes, techniques or product ideas,	7,8
Developing creative and unique ideas	9,10
<i>Group trust</i> (trust in the collaboration group), so that it is easy to accept other friends' ideas	11,12,13
consistently utilize innovation in real work situations	14,15

Table 2. Grid of Village Community Beautypreneur Capability Instruments

Beautypreneurship indicators	No. Instrument Item
Leadership	1.2
action oriented	3,4,5
dare to make decisions	6.7
free standing alone	8.9
Honesty	10.11
Beauty expertise	12,13,14

Structural Model Analysis using SEM based on variance or PLS-Patch Modeling consists of outer model and inner model. The outer model determines the relationship between latent variables and their indicators using the PLS Algorithm with validity and reliability tests. Measurements in the outer model are divided into reflective and formative. Reliability is measured by Cronbach's Alpha (minimum 0.7, ideal 0.8–0.9) and Composite Reliability (CR). Reflective indicators with loading below 0.4 should be removed. (Ghozali, 2013)

RESULTS AND DISCUSSION

This research was conducted in four regions in East Java. The determination of the research area in East Java was based on the variation of diverse topographic conditions to reflect the various characteristics of the region. Sidoarjo and Ponorogo were chosen as representatives of lowland areas, where the relatively flat topography affects aspects of land use, climate, and the economic and social activities of the community. Magetan was chosen to represent the type of mountainous area, with a steeper landscape and altitude that affects temperature, vegetation types, and settlement patterns. Meanwhile, Kediri was chosen as a representative of a mixed area between lowlands and mountains, reflecting the ecosystem transition and interaction between the two types of areas. This approach is expected to provide a comprehensive understanding of the geographic, social, and economic dynamics in various types of topography in East Java.

Table 3. Place of Implementation

Date	Place of implementation
March 8, 2024	Sumberdodol Village, Magetan
May 15, 2024	Lemujut Village, Sidoarjo Regency
May 16, 2024	Kediri Regency
May 17, 2024	Sendang Bulus Village, Ponorogo Regency

Table 4. PLS SEM Test Results

Relationship between Variables	Original sample	t statistics	P-values
Training (Cognitive knowledge) -> Creativity	0.246	3.019	0.003
Creativity -> Beautypreneur Skills	0.423	4,744	0.000

1. Training (Knowledge) also has a positive and significant relationship with creativity, with an original sample of 0.246, t-statistic 3.019, and p-value 0.003

This positive relationship means that higher knowledge will encourage an increase in one's creativity. This confirms that individuals who have broad and deep knowledge tend to be more creative, which may be due to their ability to access, process, and combine information innovatively. The significance of this relationship confirms that knowledge consistently supports the growth of creativity in respondents.

Cognitive knowledge, which is an indicator of creativity, also has a positive and significant relationship with creativity, with an original sample of 0.246, a t-statistic of 3.019, and a p-value of 0.003. This positive relationship means that higher knowledge will encourage an increase in a person's creativity. This confirms that individuals who have broad and deep knowledge tend to be more creative, which may be due to their ability to access, process, and combine information innovatively. The significance of this relationship confirms that knowledge consistently supports the growth of creativity in respondents. This is in line with Pramana's research (2020) which shows a positive influence that simultaneously shows the variables of instructor contribution and training contribution to the development of creativity in training participants. This is also in accordance with Wahyuningsih's research (2021), Training encourages the growth of creativity and innovation in utilizing waste fabric scraps, turning them into products of economic value.

This positive relationship shows that broad and deep knowledge allows a person to be more innovative in accessing, processing, and integrating information. With diverse insights, individuals can identify relationships between concepts, explore new ideas, and create more original solutions. As an illustration, individuals with understanding in various fields are often able to combine elements from various disciplines to produce unique innovations.

In addition, the significance of this relationship emphasizes the importance of the learning process and broadening of insight in encouraging the development of creativity. Knowledge is not only the basis for creative thinking, but also increases an individual's ability to find new ways to solve complex problems. Therefore, learning efforts that enrich knowledge, such as reading widely, attending training, or participating in cross-disciplinary discussions, can directly support the improvement of one's creativity.

These results confirm that knowledge has a stable role as a major factor in supporting creativity. This finding indicates the importance of efforts to develop intellectual abilities through education, experience, and continuous exploration to build an environment that can encourage creativity more optimally.

Also supported by the results of observations as an indicator of psychomotor training when training participants carry out practical activities, participants can make solid soaps from natural ingredients with different shapes, different aromas, different active ingredients and allow for different packaging based on the advantages that will be highlighted.

2. The Influence of Creativity on the Beautypreneur Ability of Village Communities in East Java

Creativity shows a positive and significant relationship to beautypreneur skills, with an original sample of 0.423, t-statistic 4.744, and p-value 0.000. This positive relationship means that individuals who are more creative tend to have better beautypreneur skills. This can be explained because creativity encourages innovation, adaptation, and problem-solving skills, all of which are very relevant in developing beautypreneur skills. The significance of these results indicates that creativity is an important factor in supporting success in this field.

Creativity plays an important role in improving the community's beautypreneur capabilities. With creativity, beauty entrepreneurs can create innovative products and services, such as natural cosmetics, attractive packaging designs, and unique marketing strategies. Creativity also helps them take advantage of market trends, increase competitiveness, and build brand identity. This not only supports business sustainability but also contributes to increased income and community empowerment.

Creativity is a fundamental aspect in the world of entrepreneurship, including in the field of beautypreneurs. The ability to generate fresh ideas, create innovative solutions, and present different products or services are the main factors to compete and meet the needs of the ever-changing market. In the context of society, especially in the informal sector, creativity plays a role as a major asset to increase competitiveness and business sustainability. Creativity, which is defined as the capacity to generate original ideas and apply them in various situations (Runco & Jaeger, 2012), plays an important role in helping beautypreneurs create product innovations, develop marketing strategies, and adapt to market dynamics.

Beautypreneur who have high creativity can create product and service innovations that are in line with customer needs, such as utilizing natural ingredient-based beauty trends or introducing interesting new techniques. In addition, creativity allows them to design more effective marketing strategies, including using social media to build personal branding and expand customer networks (Kotler & Keller, 2016). The ability to adapt to changing beauty trends and consumer preferences is also one of the main advantages, so that they remain competitive in this industry. Furthermore, creativity can be a catalyst for community empowerment through the creation of new job opportunities and beauty skills training for other community members.

Several studies have emphasized the importance of creativity in determining business success. Florida (2002) stated that creativity plays a major role in community-based economic growth, where individuals with innovative ideas are able to provide added value to the surrounding environment. In a practical context, creative beautypreneurs are not only able to produce unique products, but also encourage the community to participate in the development of the beauty sector as a source of livelihood. Therefore, systematic steps are needed to increase creativity through training programs, mentoring, and collaboration involving the government, educational institutions, and local communities. In this way, creativity not only functions as an individual strength,

but also becomes a collective potential that spurs the progress of beautypreneurs and the welfare of society as a whole.

Participants in the natural soap making training in the training session have creativity in terms of adding color, aroma and shape as well as active substances in the form of available natural materials. Furthermore, based on the results of interviews with several participants, there were participants from the Magetan area who continued the advanced natural material making training in their village, the natural potential that was highlighted to become a soap product was white mustard greens.

To maintain and increase family income and improve the environment, environmentally friendly soap business opportunities are a solution to increase business income. Training is carried out to provide skills in making environmentally friendly soap, packaging and marketing, so that it can increase family income and help improve the quality of the environment (marliiyah, 2022).

CONCLUSION AND RECOMMENDATION

Natural cosmetics manufacturing training significantly increases creativity and beautypreneur skills in rural communities in East Java. Creativity gained from the training has a positive impact on participants' ability to create innovative products, identify business opportunities, and develop marketing strategies. The results of the study indicate that creativity-based training effectively supports the development of beautypreneur competencies and contributes to economic growth based on natural products. Thus, training that integrates creativity can be a strategic solution in empowering rural communities through the natural beauty industry.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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