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**INCREASING THE Z GENERATION'S REVENUE THROUGH
CREATIVE WASTE RECYCLING AND SUSTAINABILITY AWARENESS
PAINTING KIT BUSINESS**

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Abstract High business innovation and the increasing creativity of Generation Z have allowed students to own businesses. In the Student Creativity Program (PKM), generation Z can increase their income by creating innovative products from recycled waste. The Faculty of Business, Widya Mandala Catholic University, Surabaya students have the opportunity to obtain a PKM grant by making a *Painting Kit*. This product has a unique canvas innovation. The development of this product involves making canvas from paper pulp. The purpose of this innovation is to reduce organic waste. The subjects on the canvas in the form of motifs printed on the canvas are cute pictures such as animals, flowers, and scenery so that they can attract consumers, especially children. With this innovation, paper waste which is an environmental problem will be processed into aesthetic works of art and has added value. The products of this student's creativity are patterned canvases, easels, and painting equipment form.

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Abstrak Inovasi bisnis yang tinggi seiring peningkatan kreativitas Generasi Z menyebabkan mahasiswa berpeluang memiliki bisnis sendiri. Dalam Program Kreativitas Mahasiswa (PKM), generasi Z dapat meningkatkan pendapatan dengan menciptakan produk-produk inovatif dari sampah daur ulang serta kesadaran keberlanjutan untuk penghijauan. Mahasiswa Fakultas Bisnis Universitas Katolik Widya Mandala Surabaya berkesempatan memperoleh hibah PKM dengan membuat alat lukis atau *Painting Kit*. Produk ini memiliki inovasi kanvas yang unik. Pengembangan produk ini melibatkan pembuatan kanvas dari bubur kertas. Tujuan dari inovasi ini adalah untuk mengurangi sampah organik. Subjek pada kanvas berupa motif yang tertera pada kanvas adalah gambar yang lucu seperti hewan, bunga, dan pemandangan sehingga dapat menarik konsumen, khususnya anak-anak. Dengan inovasi ini, sampah kertas yang menjadi permasalahan lingkungan akan diolah menjadi karya seni rupa yang estetik serta bernilai tambah. Produk kreatifitas mahasiswa ini berupa kanvas bermotif, easel, dan peralatan melukis.

INTRODUCTION

The Ministry of Tourism and Creative Economy (Kemenparekraf), emphasized that the creative industry has become an important element that contributes to building the Indonesian economy. The concept of the creative economy is community empowerment. So, the more people involved, the more impact there will be on the emergence of new jobs which comes from the creativity of unlimited community resources and can produce out-of-the-box ideas or concepts.

The Student Creativity Program (PKM) is one initiative aimed at improving the quality of university graduates in Indonesia. PKM can help to improve student and university performance in the Ministry of Research, Technology, and Higher Education's rankings (Fadhilah et al., 2022; Suciati, 2018). It is one of the Tridharma of Higher Education implementation forms launched by the Directorate General of Higher Education in 2021 under the management of the Directorate of Learning and Student Affairs (Belmawa) to foster, accommodate, and realize students' creative and innovative ideas (Direktorat-Belmawa, 2017). PKM seeks to increase the quality of students in higher education so that they can become members of society with academic and professional qualities capable of applying, developing, and disseminating science, technology, or art to enrich national culture (Fadhilah et al., 2022; Risanti et al., 2023).

To guide students to be creative, innovative, objective, and cooperative in building intellectual diversity, the Directorate of Learning and Student Affairs organizes the Student Creativity Program (PKM) with a funding scheme for 2024 (Sukino et al., 2024). It has determined funding for 3,520 proposal titles according to letter number 2546/E2/DT.01.00/2024 dated April 19, 2024 concerning Funding for the Student Creativity Program (PKM) 8 Fields in 2024 in the fields of Exact Research (RE), Social Humanities Research (RSH), Creative Initiatives (KC), Innovative Works (KI), Community Service (PM), Application of Science and Technology (PI), Entrepreneurship (K), and Constructive Idea Videos (VGK).

Since the creative economy also contributes to achieving the 2030 Sustainable Development Goals, by encouraging the use of creativity, skills, and individual talents to improve welfare in the economy. The principles of the creative industry are innovation, modification, or creation with changes in function, such as changing used goods or consumables (organic waste) into new forms that have utility value. Some examples of used goods and waste industries that can be recycled into different forms are newspapers. Paper waste as goods that are not suitable for use can be utilized by recycling them into ready-to-use paper. Before the paper is recycled, it will later be made into a product or souvenir. To recycle waste paper into ready-to-use paper, it is necessary to use existing paper, waste paper that often piles up in the trash becomes an environmental problem if not processed properly. The use of this waste can be made into craft products that certainly have added value and aesthetic value.

Based on research, waste paper is a problem that has not been resolved in its utilization. On this occasion, the team will try to solve this environmental problem. By recycling waste newspaper into the basic material for making canvas. Then it will be developed into a painting kit business, which contains canvas, easel, and painting equipment such as colored acrylic paint and brushes. Where painting can be a good art method for mental health.

The Faculty of Business, Widya Mandala Catholic University, Surabaya PKM team have the opportunity to obtain the Entrepreneurship of Student Creativity Program (PKM-K) grant by making a Painting Kit Product. This team consists of three students and one lecturer. This Painting Kit product has quite an interesting market opportunity among the community today. The market segmentation of this product is not only focused on artists but also aimed at the entire community or in the field of education. Market demand for art and DIY (Do It Yourself) products continues to increase. Coupled with public awareness of environmental issues, it drives consumer interest in

environmentally friendly products (Fatmawati et al., 2023). Innovation is an important thing (Bama et al., 2022). Painting Kit is an innovative product that is attractively packaged, such as a painting guide, cute canvas design, and painting tools. So, it is very easy to use and has a competitive price because it supports environmental sustainability. Making the business is also a good investment for the students (Memarista & Wijaya, 2024a).

The market share of the Painting Kit product with canvas from recycled newspaper can cover various consumer segments. Starting from children, and students, to adults without any age/occupation restrictions. So that it is not only focused on artists. The appeal of this product is quite strong among consumers who care about the environment and are looking for environmentally friendly alternatives in their work because it still has aesthetic value. In addition, this product has the potential to establish relationships with partners from educational or other commercial institutions. This product can increase awareness of sustainability supported by promotional activities through online platforms (social media) or offline (Word of Mouth), to reach a wider and more diverse range of consumers. The main target is by online platform. Since the spending behavior of online shoppers is higher than offline shoppers (Memarista & Wijaya, 2024b).

This painting kit product has a target consumer that is not limited by age. The price of this product is quite affordable and economical for young people. In one package, consumers can get all the tools needed for painting. The texture of the pulp canvas is not much different from the usual canvas. Focus on environmentally friendly desires and innovations, which are increasingly sought after by modern consumers. Yet, the product manufacturing process takes quite a long time because the canvas is made from used paper which is pulped and then must be dried before it can go to the next process.

Painting kit products are currently quite famous or trending among young people so in the marketing process they attract many consumers. This product can be said to be the latest innovative product from the type of painting kit goods and is rarely found on the market. However, many competitors are selling the same products, especially in online stores. The Painting Kit product produced has the main advantage that lies in sustainability and environmentally friendly innovation. This product offers other green alternatives as follows such as a form of creativity and self-expression in the form of paintings and drawings. This product is aimed at all types of demographics or without age restrictions. As a means of education for children to hone motor skills and train focus or concentration. As an alternative to reducing paper waste or carbon footprints and saving expenses by not using cloth as the main raw material. This is an important value in the current era of sustainable development (Cozzolino & De Giovanni, 2022). As a decoration on the walls of rooms or rooms with various variations and uniqueness. By doing this PKM-K, the Faculty of Business, Widya Mandala Catholic University, Surabaya team with their business ideas can increase their revenue as the Z Generation for several key reasons related to how the idea translates into successful business practices and financial knowledge to get more profit (Memarista, 2016).

RESEARCH METHOD

This chapter presents a description of the techniques or methods for making of Painting Kit. It consists of business commodity products, packaging, marketing them, and the stages of work in achieving the proposed PKM-K objectives. In the stages of work, the activities carried out and the tools or materials used are also described in detail.

The production strategy follows several steps: The design and packaging on the canvas will

be a numbered painting image along with paint and brushes. This will make it easier for consumers to color the image according to the number given. Then for the design, there are two cartoon characters, namely Minions and Disney Winnie the Pooh. Both images are characters that have quite a lot of fans and are already recognized in the minds of the public. So, that the design is easy to produce and liked by consumers because it is easy to paint a simple image design. The place of business, the product is made at one of the team member's houses. The product trial is carried out to be able to produce quality products. This trial was carried out in the manufacture of recycled newspaper, because basically newspapers are gray. If recycled, it will produce a dark color, so the group agreed to mix the newspaper material with ordinary white paper waste. So that the resulting color is not dark and can be printed with a painting design. Table 1 will show the tools and materials needed for the Painting Kit product.

Table 1. The Tools and Materials Needed for The Painting Kit Product

The Tools	The Materials
Scissors	Sorted waste paper (newspaper or regular paper)
Blender	Water
Container	Glue
A5 recycled paper strainer	
A5 canvas frame	
Nails and hammer	
Design mold	

The production process consists of the process of making canvas paper from paper pulp and making a Painting Kit. Starting from the first process, making the canvas paper with the tools and materials shown in Table 1. The paper will be cut into small sizes then put the pieces of paper into a bottle and shake until smooth. Next, we will pour the smooth paper pulp into a container filled with water. Stir until perfectly mixed. The wood position will be below the netting, while the empty wood is on top. After that, insert the mold into the container containing the paper pulp then lift it. Gently shake the mold up and down & left and right. This is to make the thickness of the paper even when it is dry later. Lift the top wood then turn the netted wood over onto a cloth base to dry. Press the net using a sponge or microfiber to reduce the water content. This will speed up the drying process later. Lift the netted wood, then dry the paper until dry.

The second process is making a Painting Kit. The dry paper pulp mixture will be printed first according to the selected design using a mold. After that, the canvas paper will be nailed to the wooden side of the canvas frame so that it does not easily come off or loosen. Then, pour one liter of acrylic paint into each 3ml paint container. The last stage is to assemble a painting kit containing canvas, easel, and painting equipment such as colored acrylic paint and brushes. Product packaging uses cardboard box packaging. This is done so that the packaging is more environmentally friendly (Cozzolino & De Giovanni, 2022; Rehman et al., 2023).

The marketing process for the Painting Kit. There are various steps to accomplish this. First, start with market segmentation, that is from Surabaya City first, especially family or friends around through direct selling and social media. Second, the main target consumers of the "Painting Kit" product are children or teenagers, but this product is also allowed for adults who want to buy.

Third, introduce this painting kit product and what distinguishes this painting kit product from other painting kits. Fourth, this effort is also a form of campaign to reduce or minimize the increasing amount of paper waste.

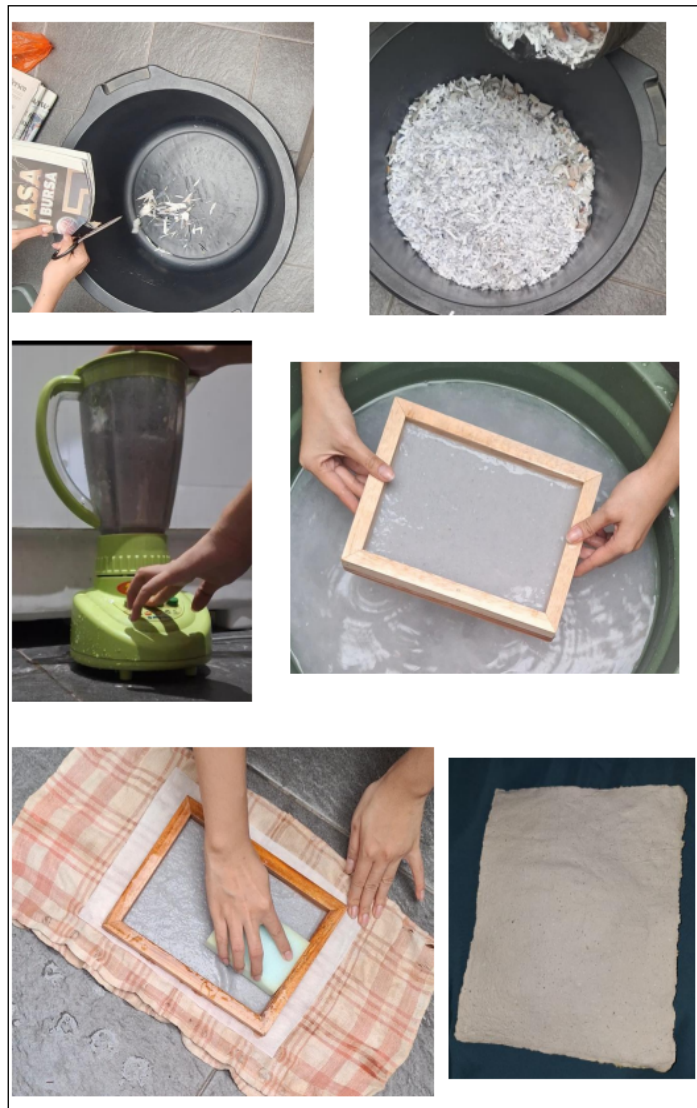


Figure 1. The Production Process of Painting Kit

For the marketing strategy, the team will conduct online promotions. This online promotion can be done using social media such as Instagram and WhatsApp which have been created with the username @pouryourcreativity. Hopefully, the customer can buy again and again. This activity is called as the repurchase intention (Manullang et al., 2024). Then, the team conducts offline promotions. The offline promotions are carried out from individual to individual by delivering directly or word of mouth. Hereafter, creating attractive packaging. Attractive packaging will attract consumer interest, with attractive packaging consumers will also remember the product. On the packaging, we will attach the shop logo and painting guide.

RESULT AND DISCUSSION

The Painting Kit product is included in the category of business goods that are quite famous in this era and are widely circulated in the market because in one package there are the tools needed and the canvas already has a picture or motif. It is shown in Figure 2. The consumers can fill their free time by painting practically, without having to buy equipment separately and simply coloring according to the numbers on the canvas and paint. Painting Kits helps develop fine motor skills, creativity, and color recognition. They also offer a fun, hands-on way for children to express themselves and explore their artistic abilities.



Figure 2. The Painting Kit

Painting Kit products will be packed using cardboard with a thickness of 4mm measuring 20x20x5cm. The packaging used for this product is also environmentally friendly because the material is quite biodegradable. In addition, this packaging is also easy to carry because the size is not too big and all the equipment needed for painting is included in the box. The packaging will be accompanied by the logo on the picture. Figure 3 shows the logo for the business.



Figure 2. Business Logo for Painting Kit

The achievement of the output target will be seen through several processes such as a market survey, fulfillment of tools and materials, production place, production implementation, marketing, and reporting. Table 2 shows the Gantt Chart of the Student Creativity Program (PKM) activity. It is a type of bar chart used in project management to visually represent a project schedule. It shows the start and finish dates of the various elements or tasks of a project for the Painting Kit making. The Student Creativity Program (PKM) has been implemented for 4 months. From the beginning of creating ideas to marketing products. Most of the time spent is during the process of preparing proposals, making products, and marketing products.

Table 2. The Gantt Chart of the Student Creativity Program (PKM)

No.	Activities	Month			
		1	2	3	4
1	Brainstorming product ideas	■			
2	Determining business products		■		
3	Team coordination meetings		■		
4	Preparing business proposals		■	■	
5	Raw material surveys		■	■	
6	Equipment procurement		■	■	
7	Procurement of promotional media			■	■
8	Product manufacturing			■	■
9	Running a business			■	■
10	Product marketing			■	■

In the process of producing Painting Kits, it is enough to make people interested in trying it as a new product. However, the production volume of Painting Kits: Pour Your Creativity has not increased due to the long production process. In addition, during that period, we used it for

promotional activities in terms of introducing environmentally friendly product innovations through social media. In terms of tools and materials, there are several changes outside the proposal budget. This is because there are more efficient materials that are needed urgently during the production process. Table 3 shows the selling price, costs, and the product's profit estimation. Based on the Table 3 data, it takes sales of around 256 units to recoup the capital and the estimated time is one month with eight to nine products to be sold per day.

Table 3. The Selling Price, Costs, and The Product's Profit Estimation

Sales Estimation (IDR)			Cost Estimation (IDR)		
Number of Sold	Price per Unit	Total	Fixed Costs	Variable Costs	Total
400 Units	37,000	14,800,000	4,865,400	7,190,000	12,055,400
Net Income					2,544,600

By completing this PKM-K, the Faculty of Business, Widya Mandala Catholic University, Surabaya team can boost their revenue as the Z Generation for a variety of factors relating to how the idea transforms into successful business operations. Even somehow students may face barriers in business creativity, if they success, they can make more money (Solé et al., 2020). Painting Kits can increase revenue in a variety of ways. As the students, the Z Generation may reach a larger customer base by offering kits geared to different age groups, skill levels, and themes. Painting Kits frequently also have low production costs compared to their sale price, allowing for higher profit margins and financial satisfaction (Memarista et al., 2022). Subscription options or seasonal packages stimulate repeat sales and long-term profitability. Complementary products, such as extra brushes or specialist paints, might boost the average transaction value. Collaborating with schools or art programs can result in large orders and consistent demand. Painting Kit as innovative business ideas offer a new solution to an existing waste problem or create a better way to do something with sustainability awareness (Tell & Hoveskog, 2022; Wheelen et al., 2015). This can attract customers who are looking for a better or more efficient painting product or having leisure time with art. With this unique idea, student businesses can differentiate themselves from competitors, which helps them stand out in the market and attract customers who are looking to try something new.

Painting Kit as a good business idea create added value for customers, such as improving quality, reducing costs, or offering additional benefits not currently available in the market. By offering greater value, businesses can create a positive customer experience, leading to customer loyalty and repeat sales. Furthermore, college students are often more flexible and adapt quickly to market changes or new trends. This allows them to quickly adjust their business strategies and take advantage of new opportunities. College students may be more willing to experiment with new business models or marketing strategies, which can lead to greater profits if the ideas are successful. With a fresh business idea for Painting Kit, college students can implement creative and engaging marketing strategies to attract customers, such as viral social media campaigns or innovative content marketing. It often has access to extensive social networks and can leverage influencers or recommendations from friends and family to promote Painting Kit. A promising business idea can attract investors or secure grants that support business development and expansion. This additional funding can be used to increase production capacity, expand markets, or develop new products. For this Painting Kit, the team received a from The Indonesian

government with a grand from PKM-K. Overall, innovative student business ideas can increase revenue because they often leverage creativity, technology, and different approaches to create significant value for customers, leading to increased sales and profitability.

CONCLUSION AND SUGGESTION

This painting kit business has a fairly high potential for success. By increasing awareness of the importance of the environment and the green trend among consumers. Recycled newspaper as a canvas material offers a unique and attractive added value for buyers who care about environmental issues. In addition, the process of recycling newspapers can be more economical than using conventional canvas raw materials, which can reduce production costs.

Business development of the Painting Kit business by recycling newspapers in making canvas can be done with several strategies. One of them is expanding the product line by offering various canvas sizes and painting designs to meet the needs of various types of painting. In addition, this business can develop creative packages that include additional painting tools, such as brushes, paints, and painting technique guides, which can attract customers.

An effective step in increasing brand awareness and engagement is by encouraging promotions through social media. Through digital marketing, such as social media and e-commerce, this business can reach a wider audience and strengthen its online presence (Memarista et al., 2023). In addition, innovation in product design and branding by emphasizing aspects of sustainability and creativity will further increase the attractiveness and selling value of the product.

In achieving success up to 100% achievement, there are suggestion such as the efforts the team made include sorting and using white HVS paper that does not have many scribbles. This is because from experience when making recycled paper, we use 50:50 between newspaper and HVS paper. However, the resulting color is gray, this color will damage the aesthetic value of the painting kit. Because the paint color is not so prominent or even changes from its original color due to the background color / paper that is not white. Then we will be more active in promoting products through direct marketing, such as offering to friends, relatives, or other people around the production site. In addition, digital marketing through social media Instagram and WhatsApp, also starting to open e-commerce accounts to be able to distribute more throughout Indonesia.

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